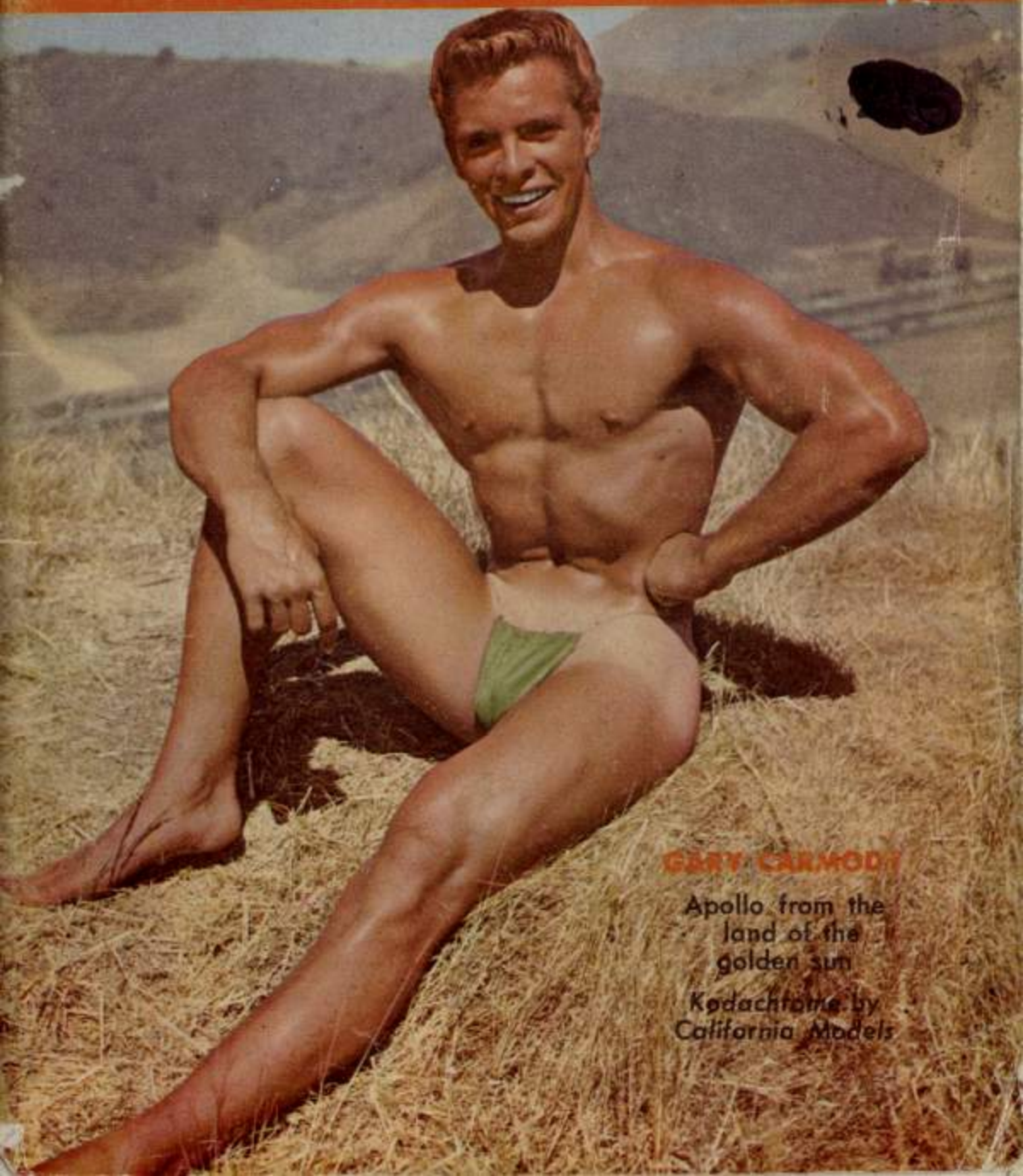
APRIL/MAY

Body Beautiful

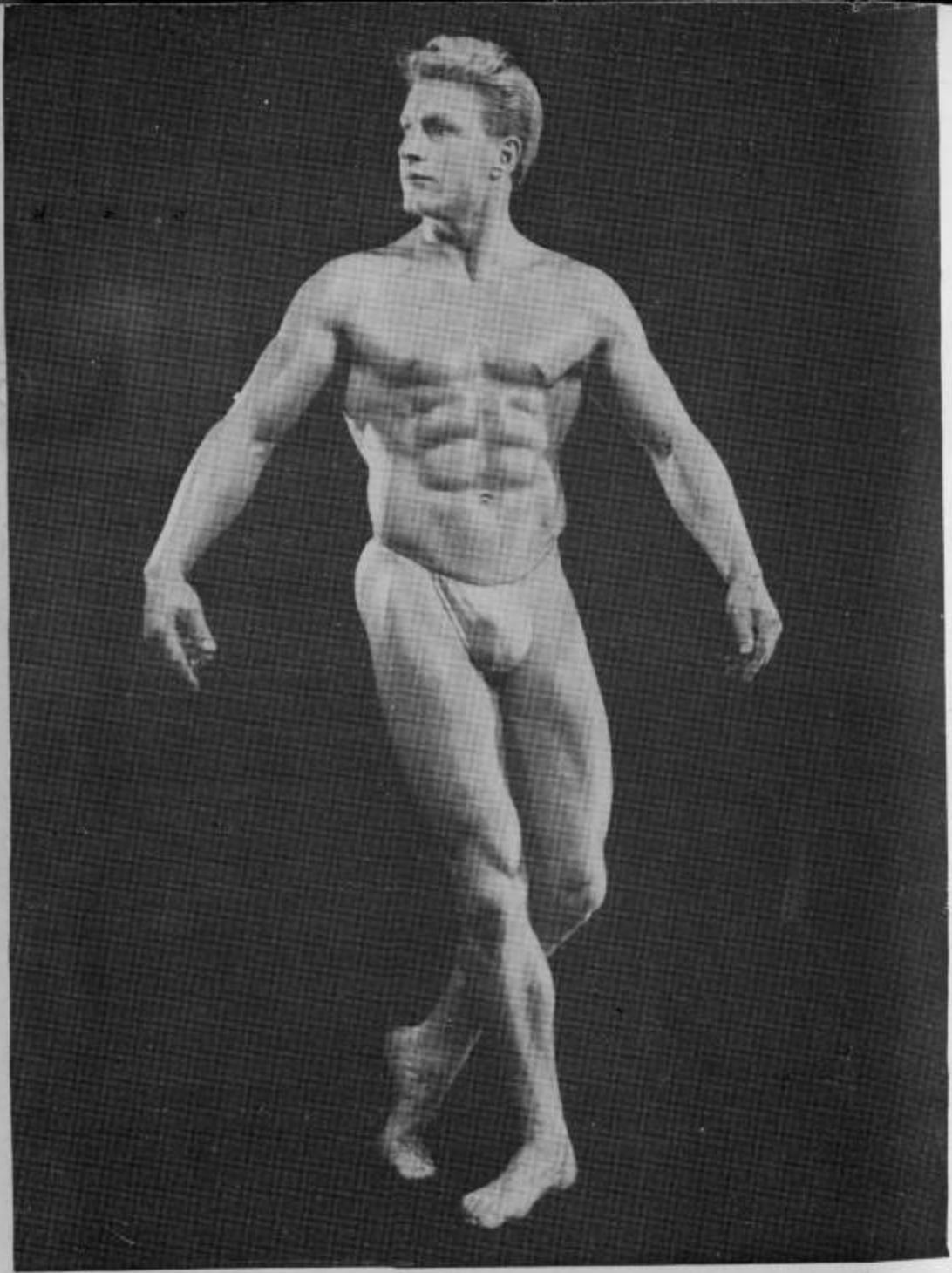
STUDIES IN MASCULINE ART



GARY CARMODY

Apollo from the land of the golden sun

Kodachrome by California Models



PETER JOHNSON

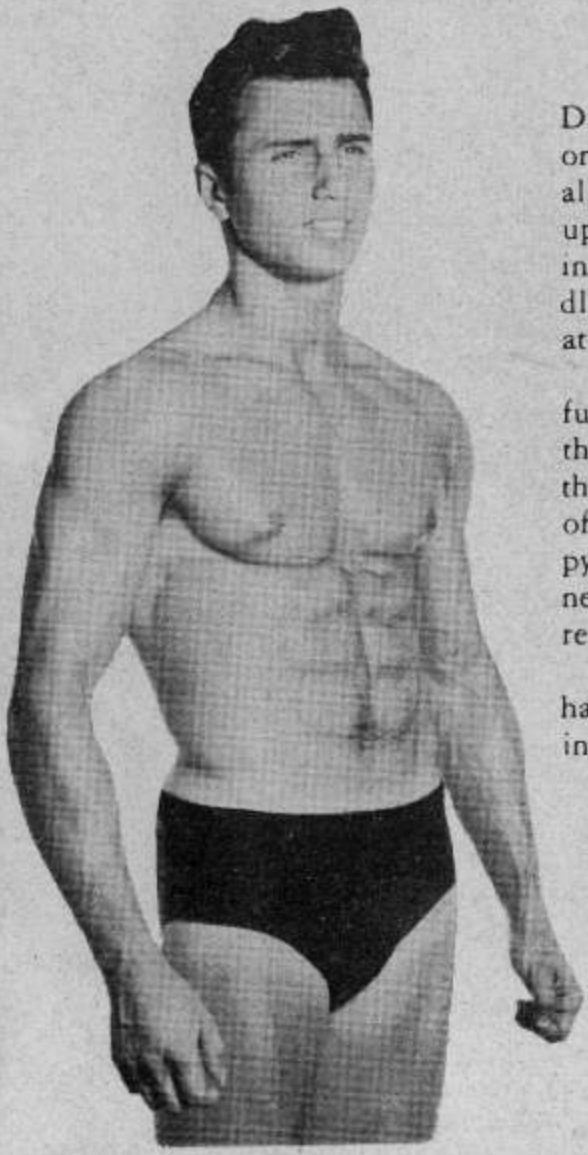
"Majestic Youth"

Foreword

SUMMER AND SMOKE

If I shouldn't be alive
When the robins come,
Give the one in red cravat
A memorial crumb.

(Emily Dickinson)



With the return of Miss Dickinson's beloved robins, once more that sublimest of all seasons, summer, is nigh upon us. Summer is a healing season, a time of ungirdling, unloosening, of relaxation.

It is the time for sun and fun. If you live near a beach, thrice blessed art thou, for that elemental combination of sun, salt air, and the therapy of water are just what you need for a complete physical rebirth.

Happy is the man who has spent the past nine months in building his body to agree-

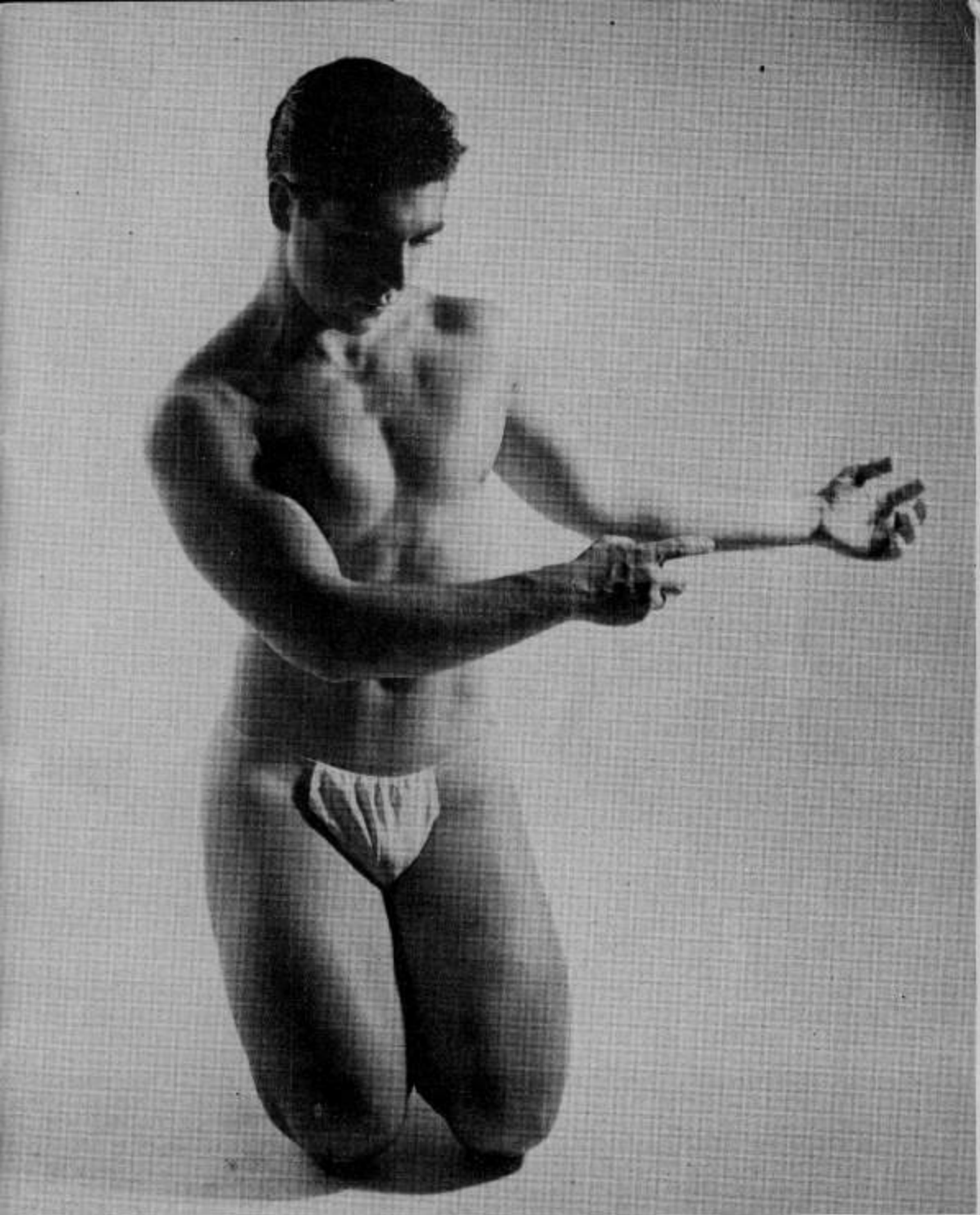
(*Continued on page* 50)

JACK WEISBERG
by Vulcan Studio
Champion bodybuilder, champion tennis player

A familiar and well-loved verse by William Shakespeare is recreated for us through the dramatic photography of VULCAN, and the expressive and pliant body of BUDDY DEAN.

A MADRIGAL

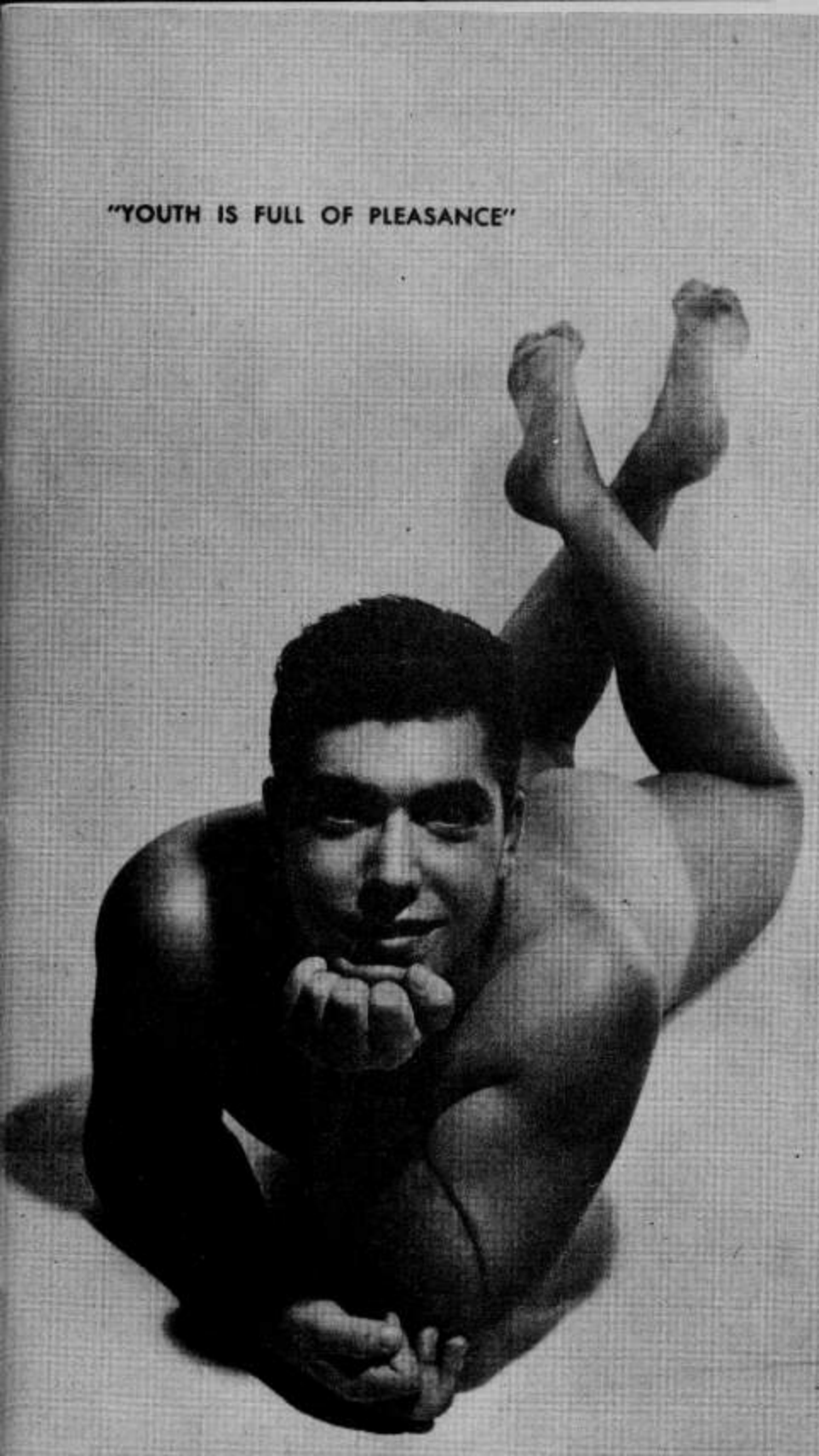
Crabbed Age and Youth
Cannot live together:
Youth is full of pleasance,
Age is full of care:
Youth like summer morn,
Age like winter weather,
Youth like summer brave,
Age like winter bare:
Youth is full of sport,
Age's breath is short,
Youth is nimble, Age is lame:
Youth is hot and bold,
Age is weak and cold,
Youth is wild, and Age is tame:–
Age, I do abhor thee;
Youth, I do adore thee:
O! my Love, my Love is young!
Age, I do defy thee–
O sweet shepherd, hie thee,
For methinks thou stay'st too long.

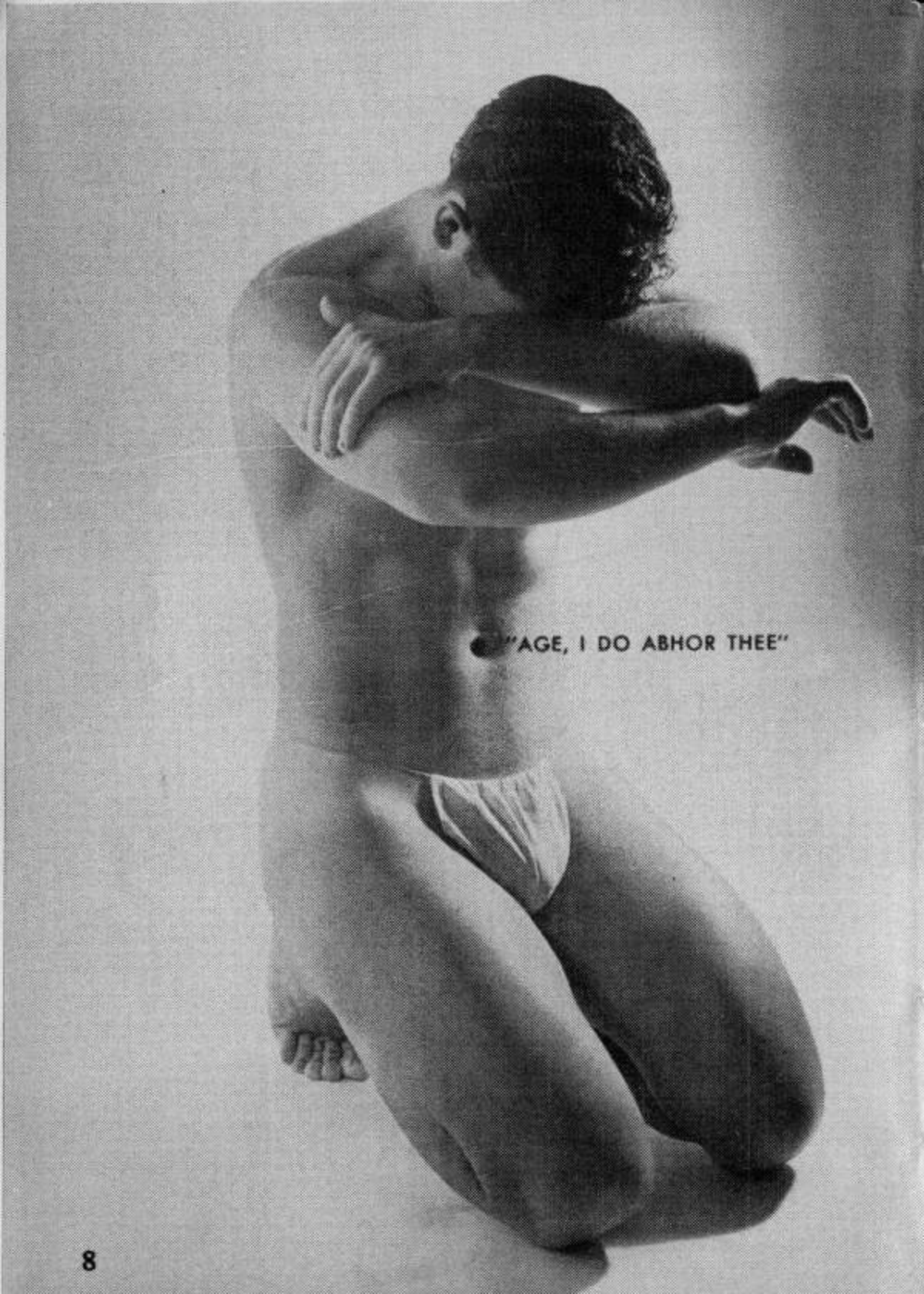


"YOUTH IS LIKE A SUMMER MORN"

"YOUTH LIKE SUMMER BRAVE"

"YOUTH IS FULL OF PLEASANCE"





"AGE, I DO ABHOR THEE"

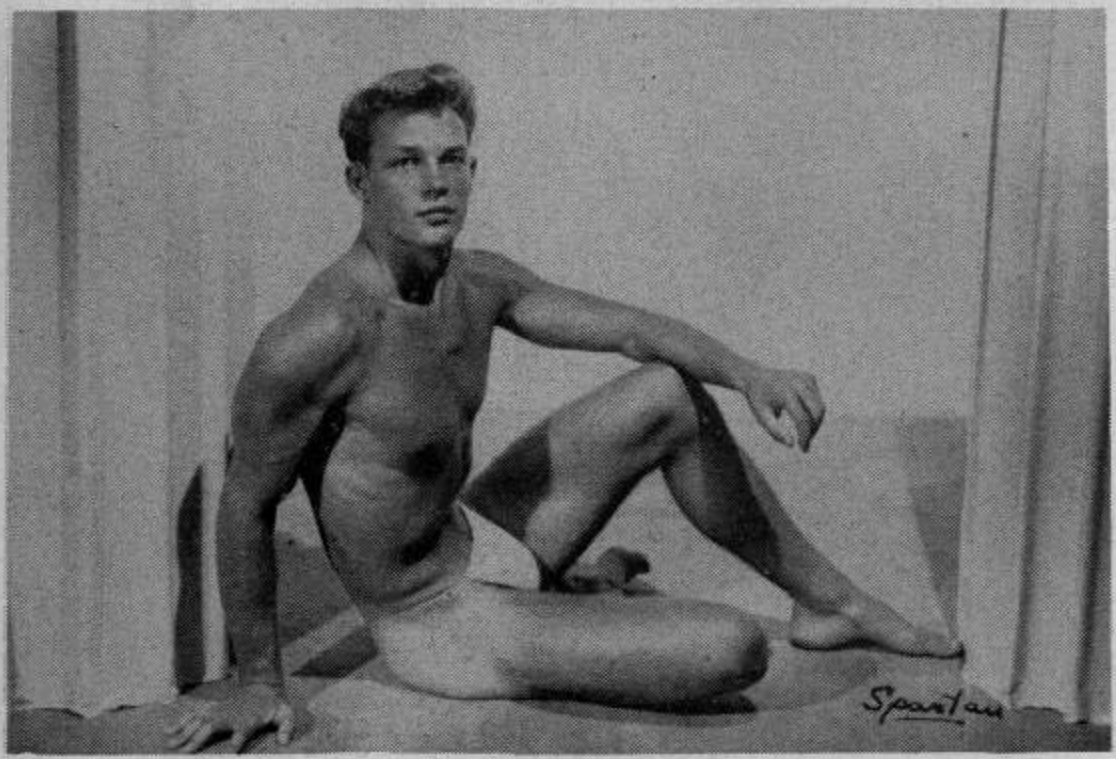
"YOUTH, I DO ADORE THEE"

Presenting PETER GORDON

A very low bow to all of you who kindly wrote to us expressing your appreciation of the story THE "SPARTAN" LIFE which appeared in last month's ADONIS.

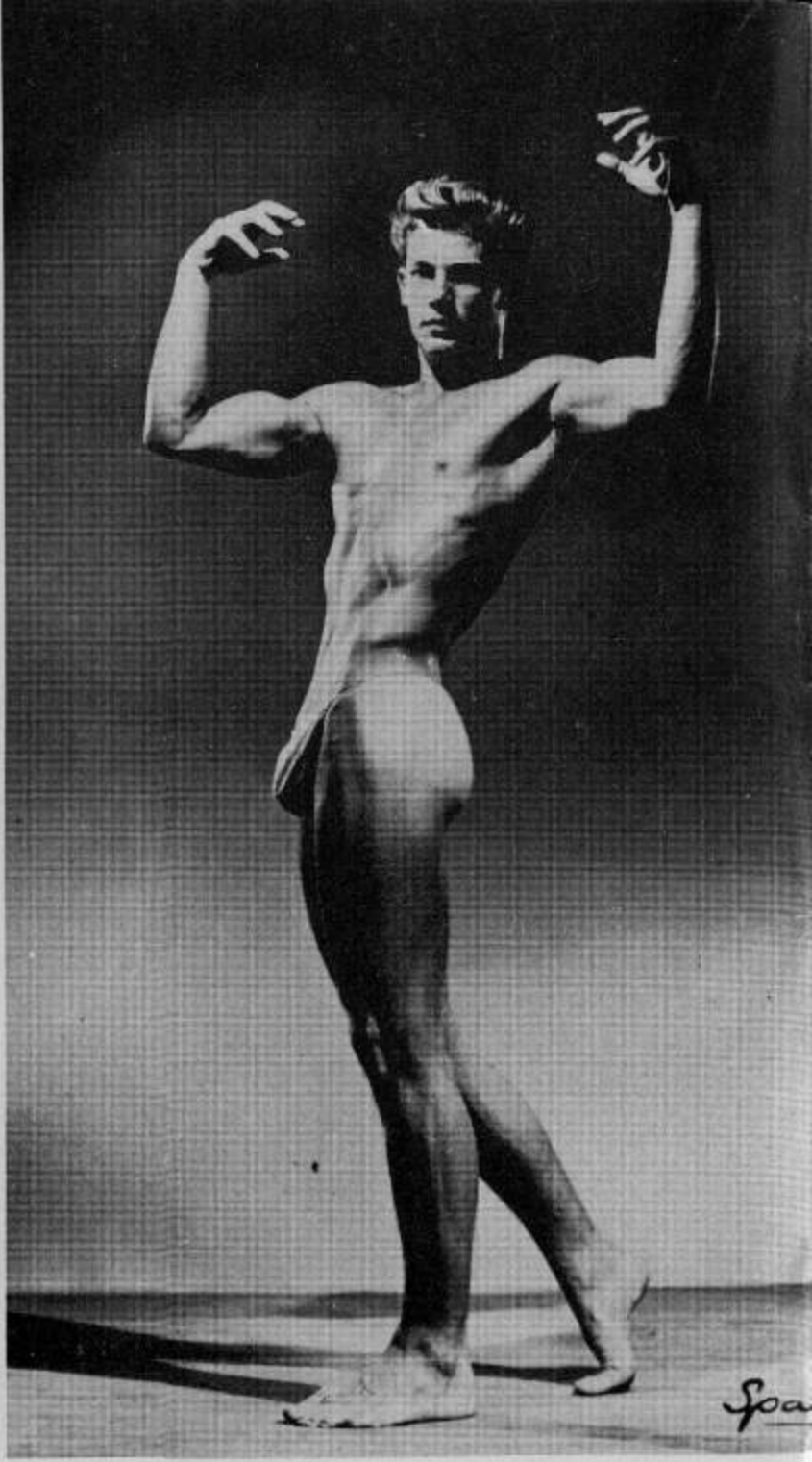
Although the editor of this magazine and its contributing photographers are hundreds and thousands of miles apart, and seldom reach any personal contact (we've actually never met some of them), yet we do maintain a loyal collaboration, both of us intent on bringing you the newest, the timeliest, and the best in physique photography.

SPARTAN, of whom we wrote in THE "SPARTAN" LIFE,is one of those distant (*Continued on page* 48)

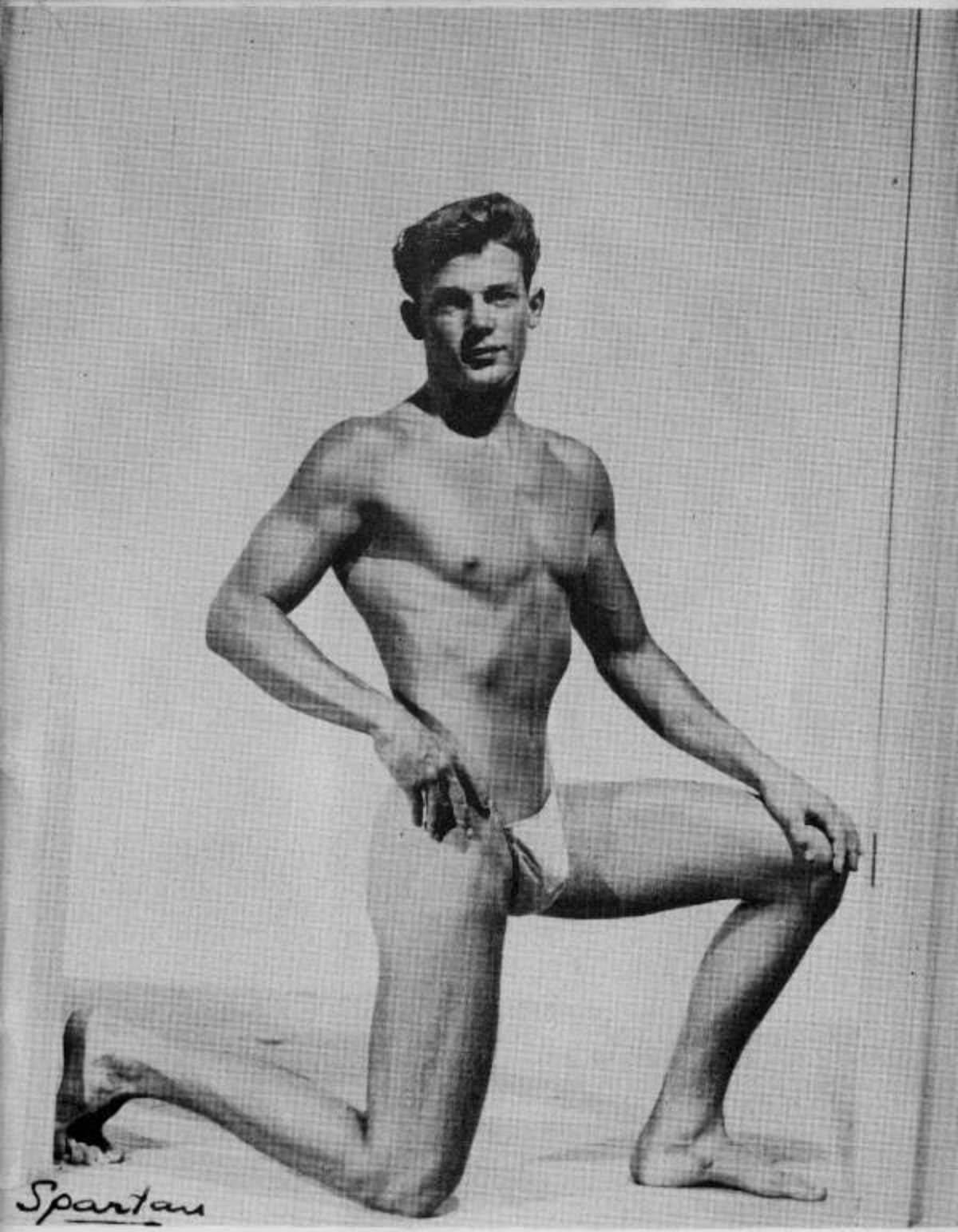


PETER GORDON by Spartan
A satin skin sheathes muscular power

A MASTERFUL POSE BY PETER GORDON

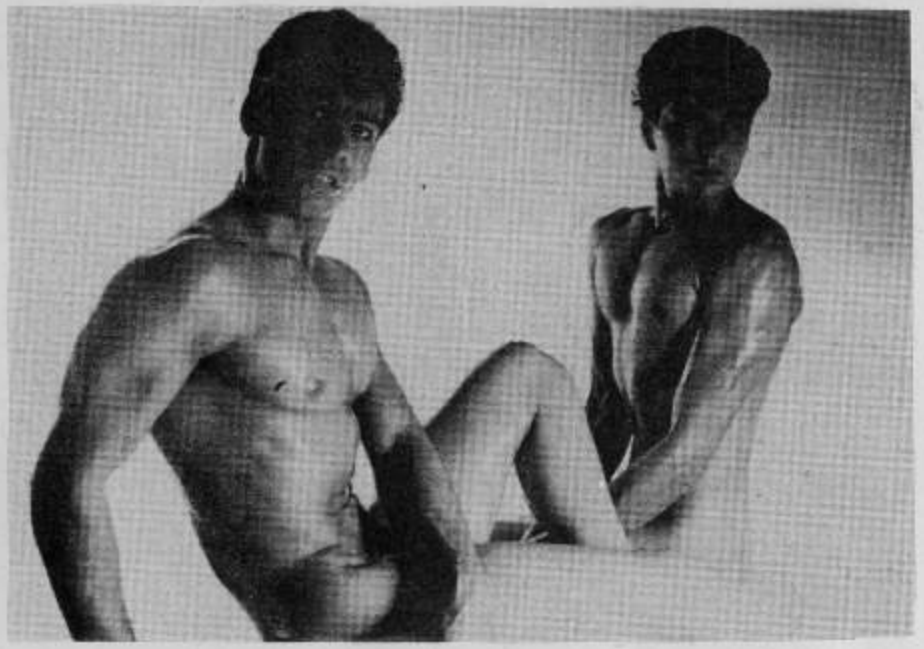


PETER IN A STUDY INSPIRED BY A GRECIAN MOTIF



A MODERN SIR GALAHAD

KNIGHT WITHOUT ARMOR



JACK DE MARCO AND FREDDY SCARRA by Vulcan
Athletes at ease

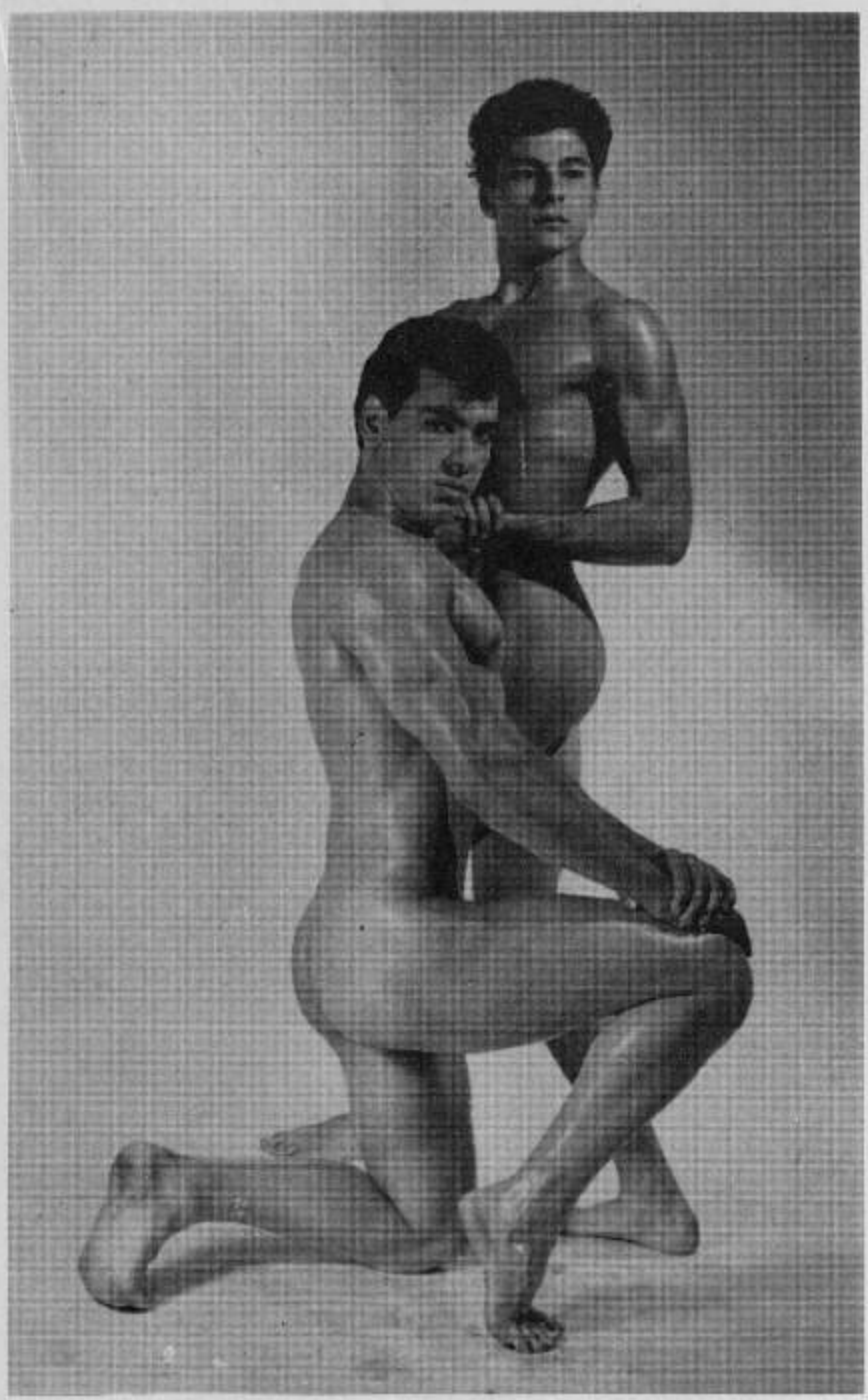
THE ESTHETE ATHLETE

Some men participate in the most rugged sports merely for the sake of glorying in their own strength . . . seldom do they seek that rounded physical development which is a harmony of strength, proportion, line, and movement.

Such men have a blind side, for strength without the modifying quality of gentleness—muscular size without a proportioned symmetry—motive function without grace of movement represents a lack of culture, a desire to bring life to its knees rather than to contribute to its richness.

Even perfection must have its balance of imperfection lest it become an impossible bore. The extremities of life are what make it beautiful and worth (*Continued on page* 65)

JACK AND FREDDY AS "THE WRESTLERS"



A STUDY IN RHYTHMIC POSING

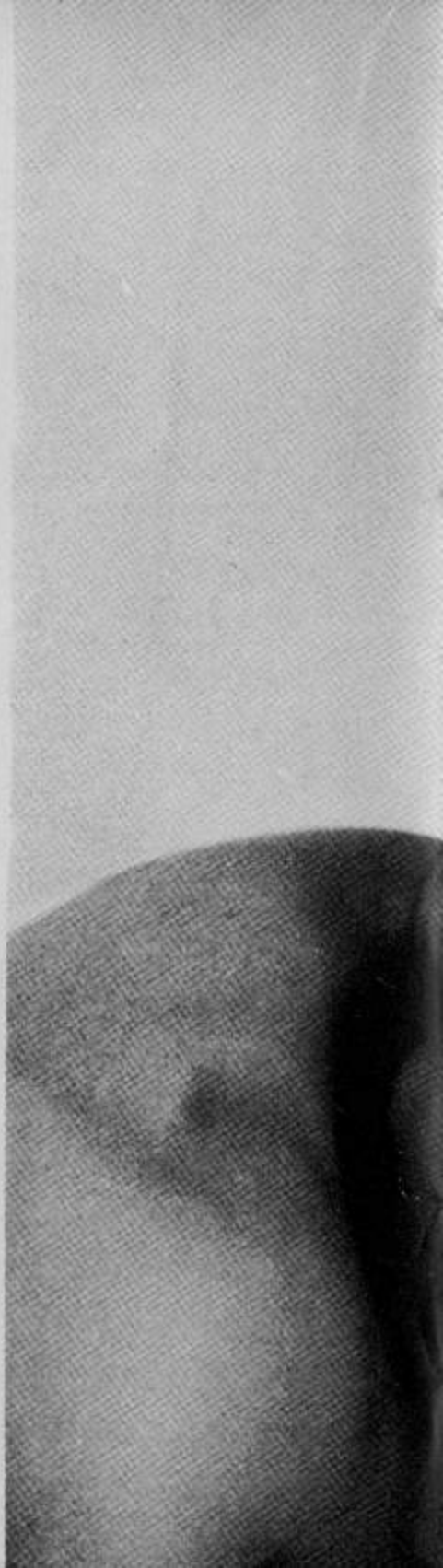
FRIENDLY ENEMIES

so you want to be a model!

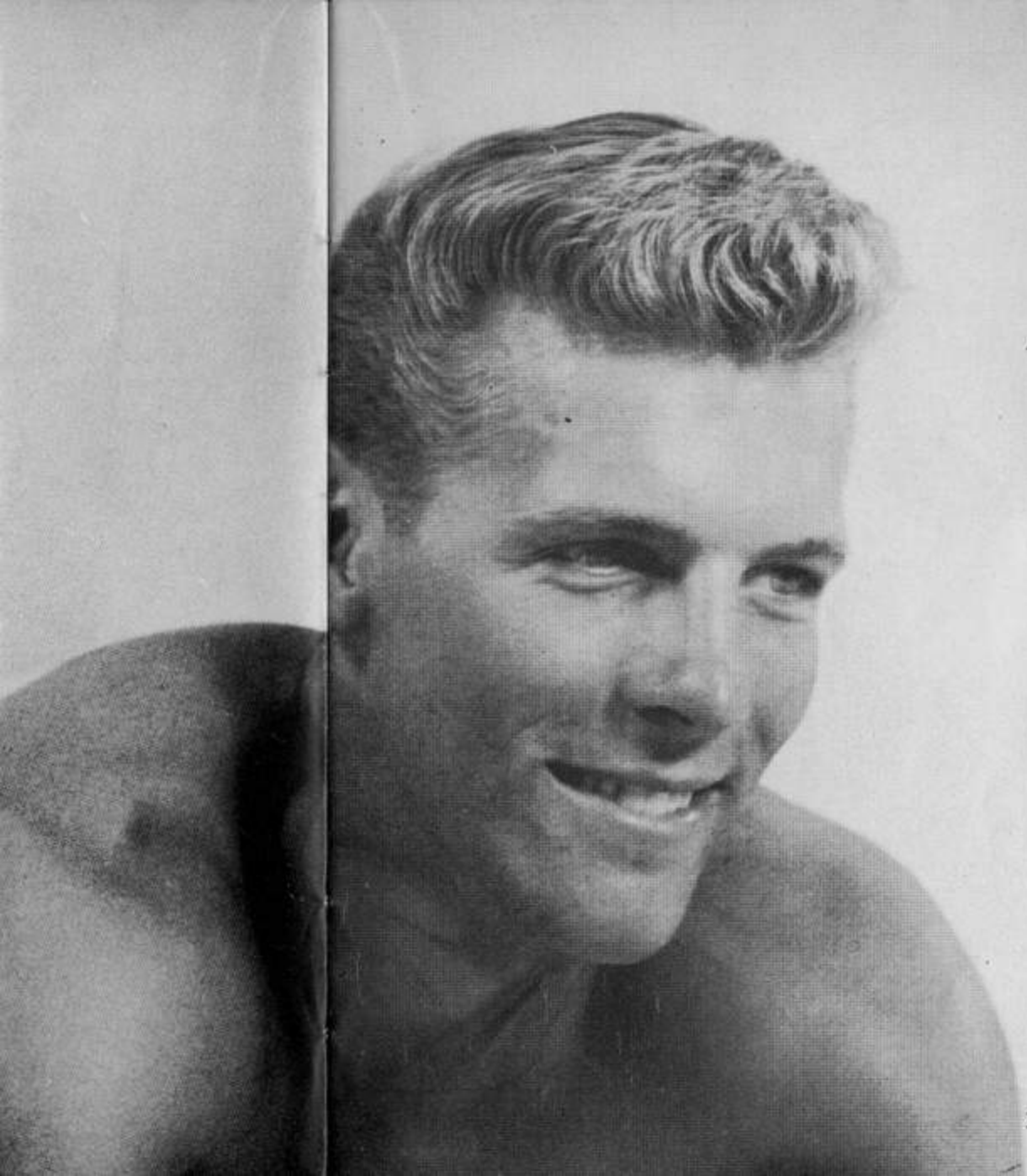
In our February issue of BODY BEAUTIFUL we introduced to you a blond and handsome young bodybuilder named Bob Hover. In a story called "HELP WANTED, ONE TALENT SCOUT" we made it known that we thought Bob was a sure bet for Hollywood. We backed up our opinion by saying that in less than a "fortnit" some lucky talent scout would have Bob's name on a contract, and our boy would be headed for Movietown.

Well sir, before you could say "Batten, Barton, Durstine, and Osborn," one of New York's leading model

(*Continued on page 56*)



BOB HOVER by Togof
The face that launched a million-dollar career

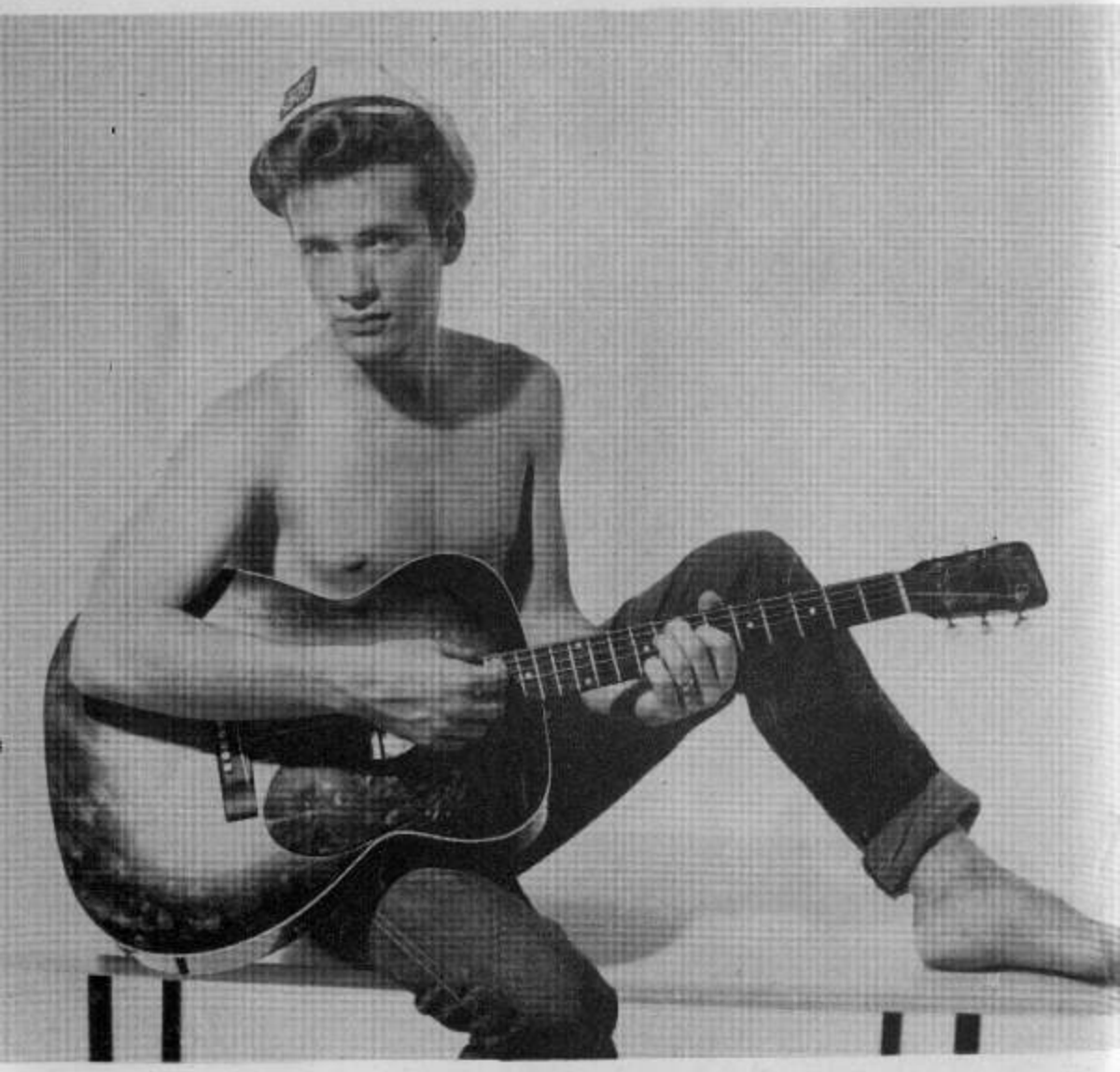


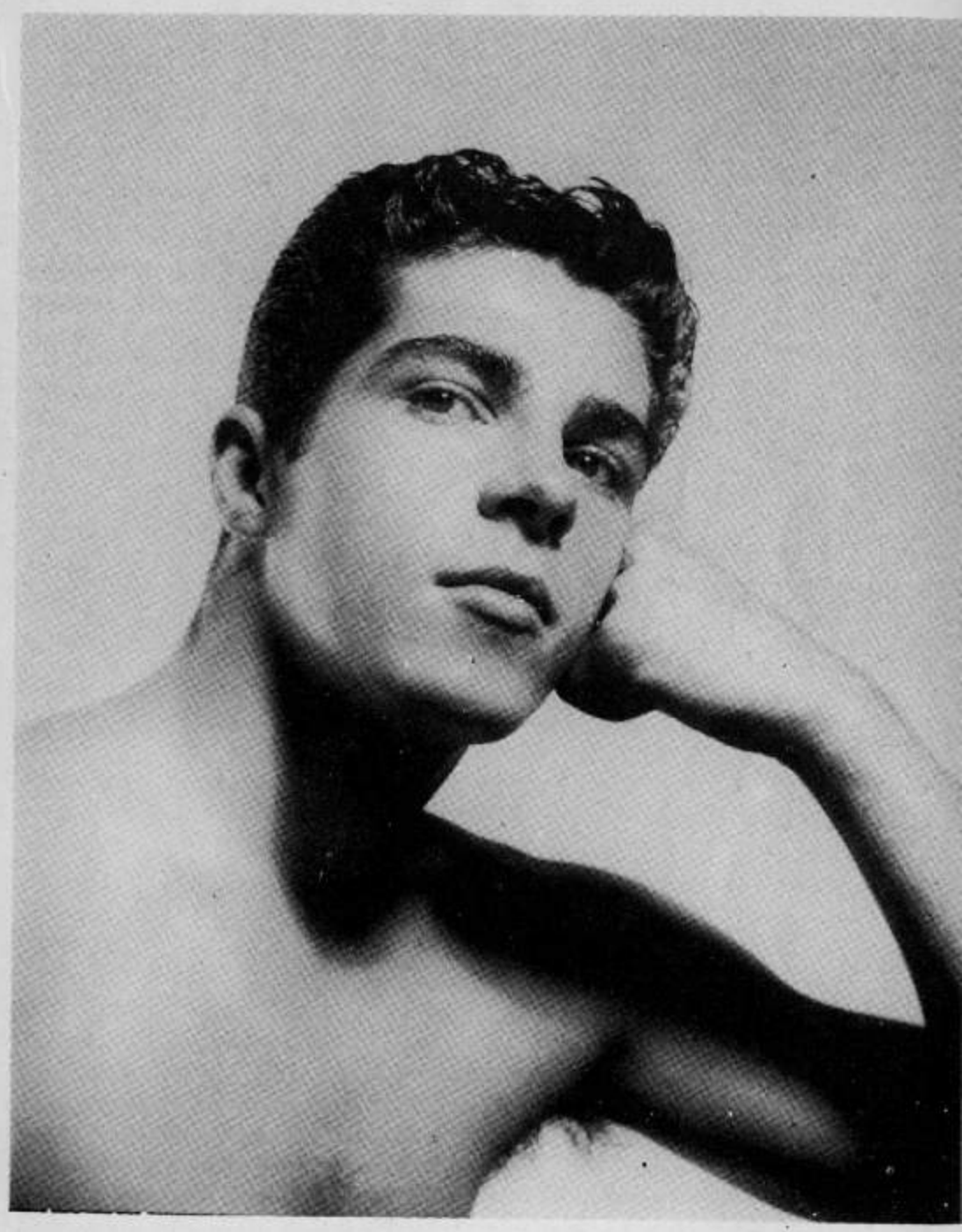
CHUCK MOORE and "BOMBER" by Vulcan

Chuck's a famous New York model . . . both he and his friend "Bomber" are very photogenic

TRISTAN ROHR by Vulcan
Tristan specializes in outdoor photography

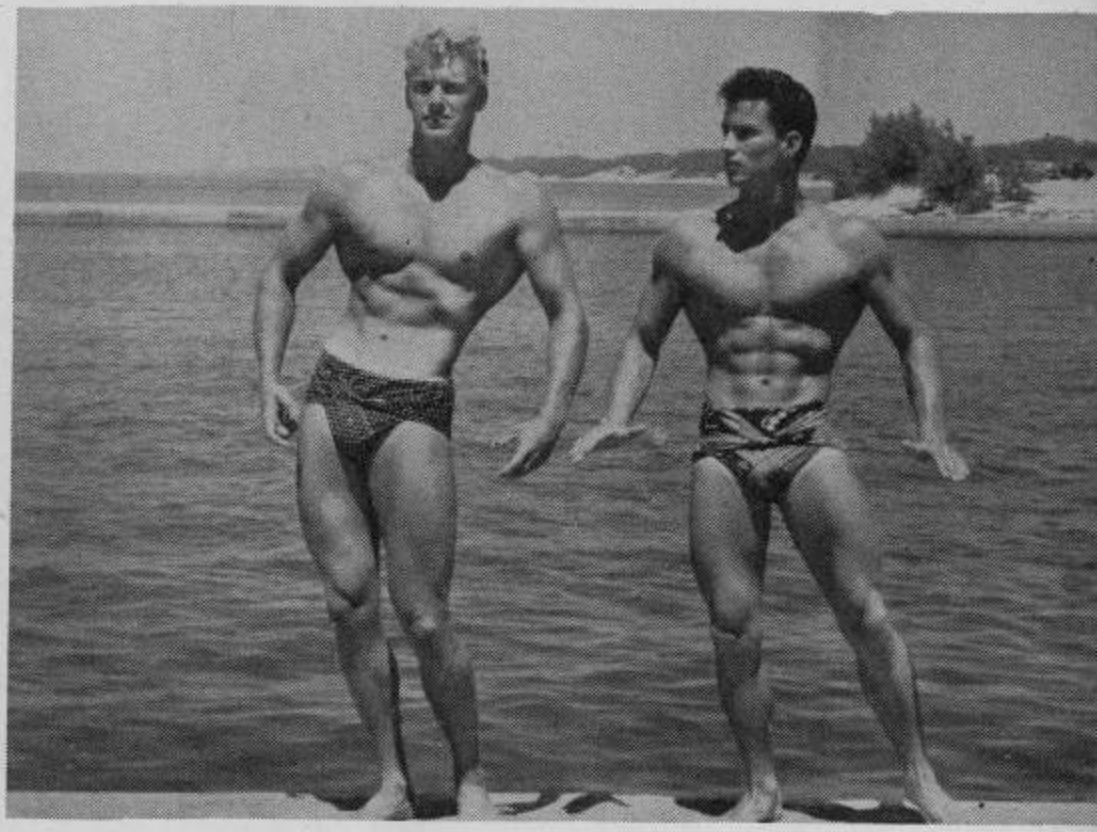
TRISTAN AS "A WANDRING MINSTREL, I"





WAYNE SULLIVAN by Vulcan
Popular young model, noted for his very classic face

HELMUT, A LITHE BRONZED SON OF NEPTUNE



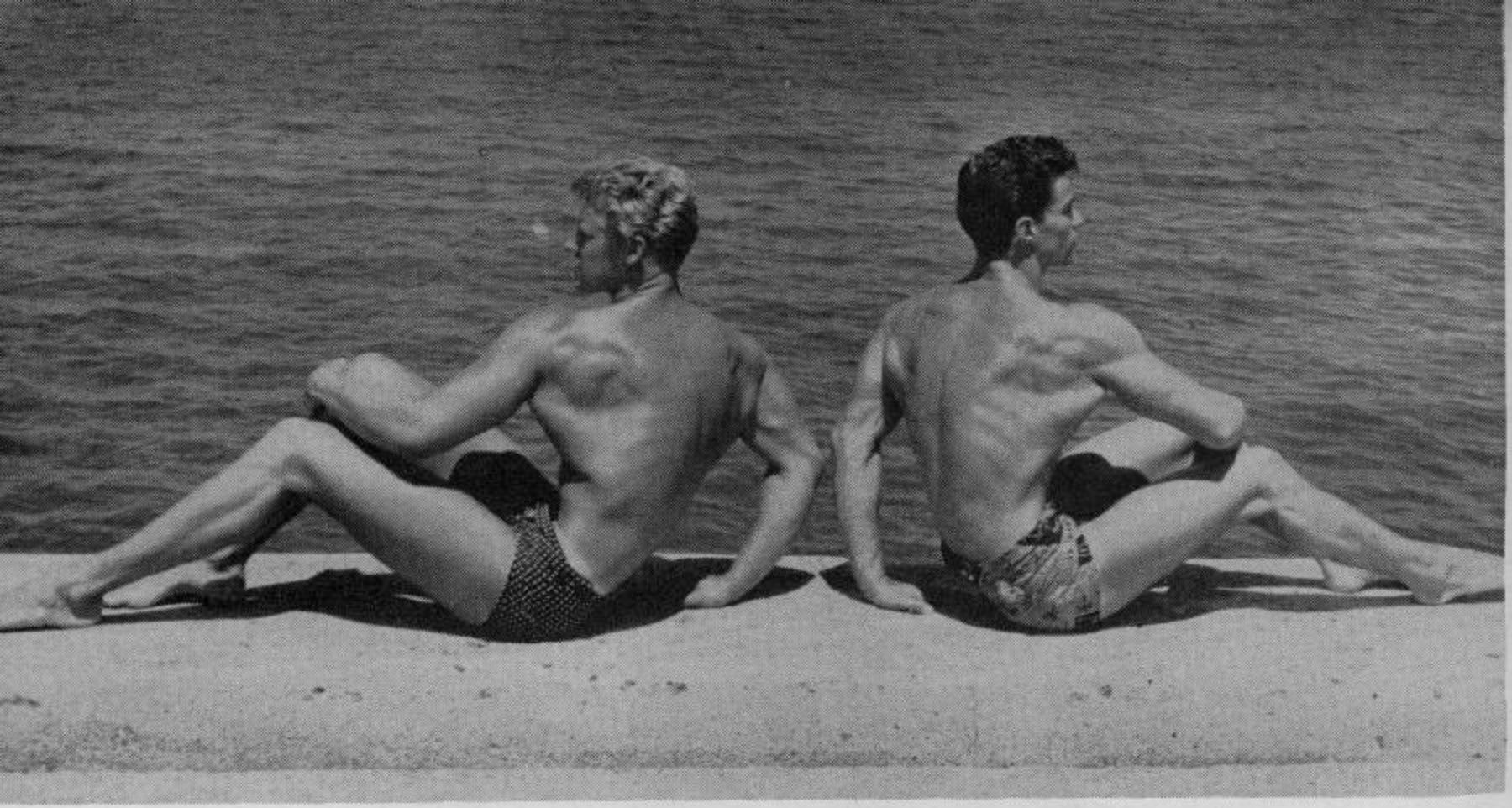
RICH AND GLENN *"Friendship, Incorporated"*

Friendship, Incorporated

Even if no credit line appeared on most of the photographs you see in BODY BEAUTIFUL, the photographers could be easily identified by certain "trademarks" which by now have become almost traditional.

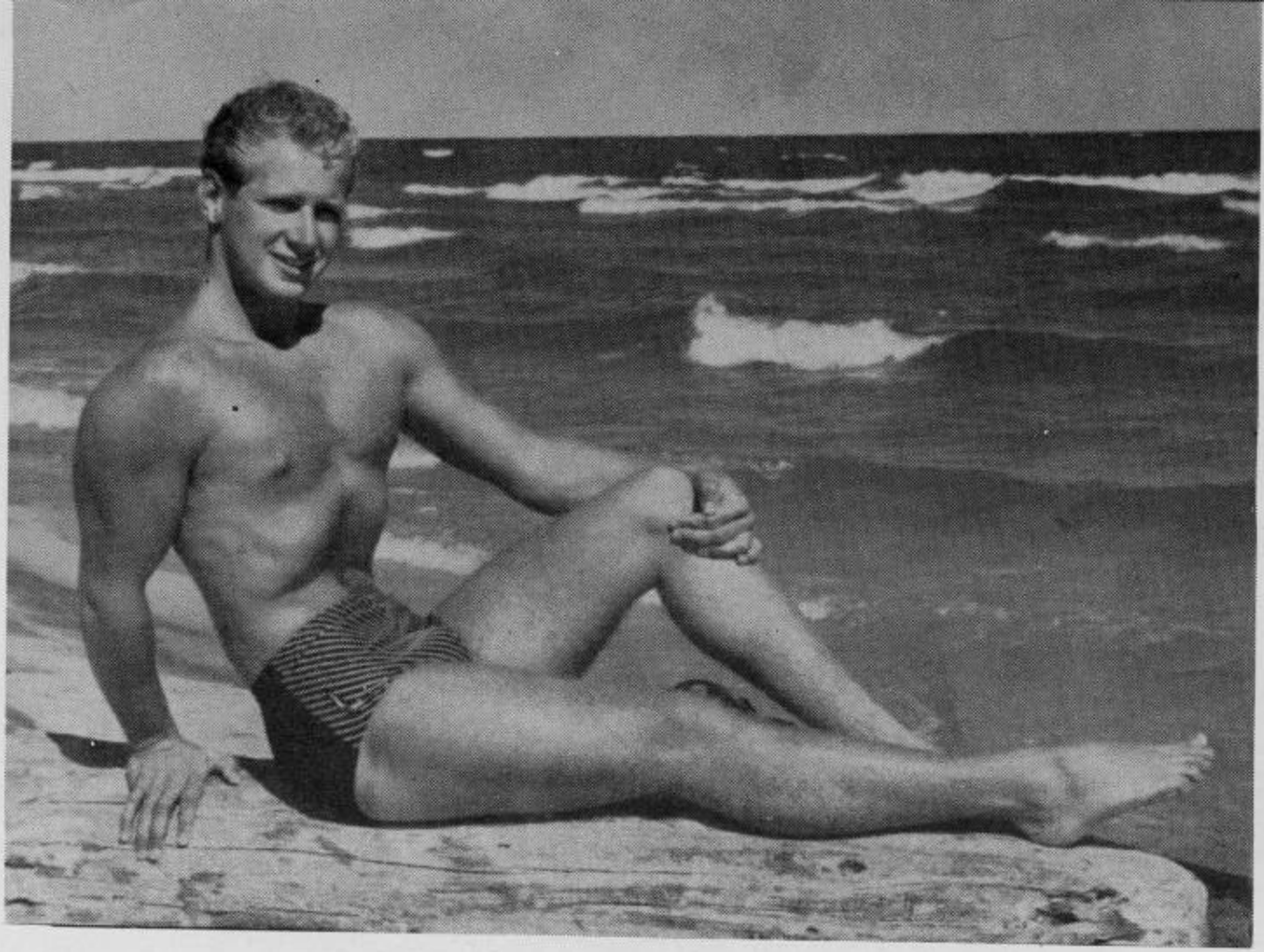
With Lon it is a tall Corinthian column—with Gebbe it is an antique urn—with Athletic Model Guild it generally is a painted Grecian background, or a sunburst medallion.

Vulcan Studio is individualized through an unusual soft lighting effect, while Togof is usually represented by a pointing-up of certain eccentricities (*Continued on page* 52)



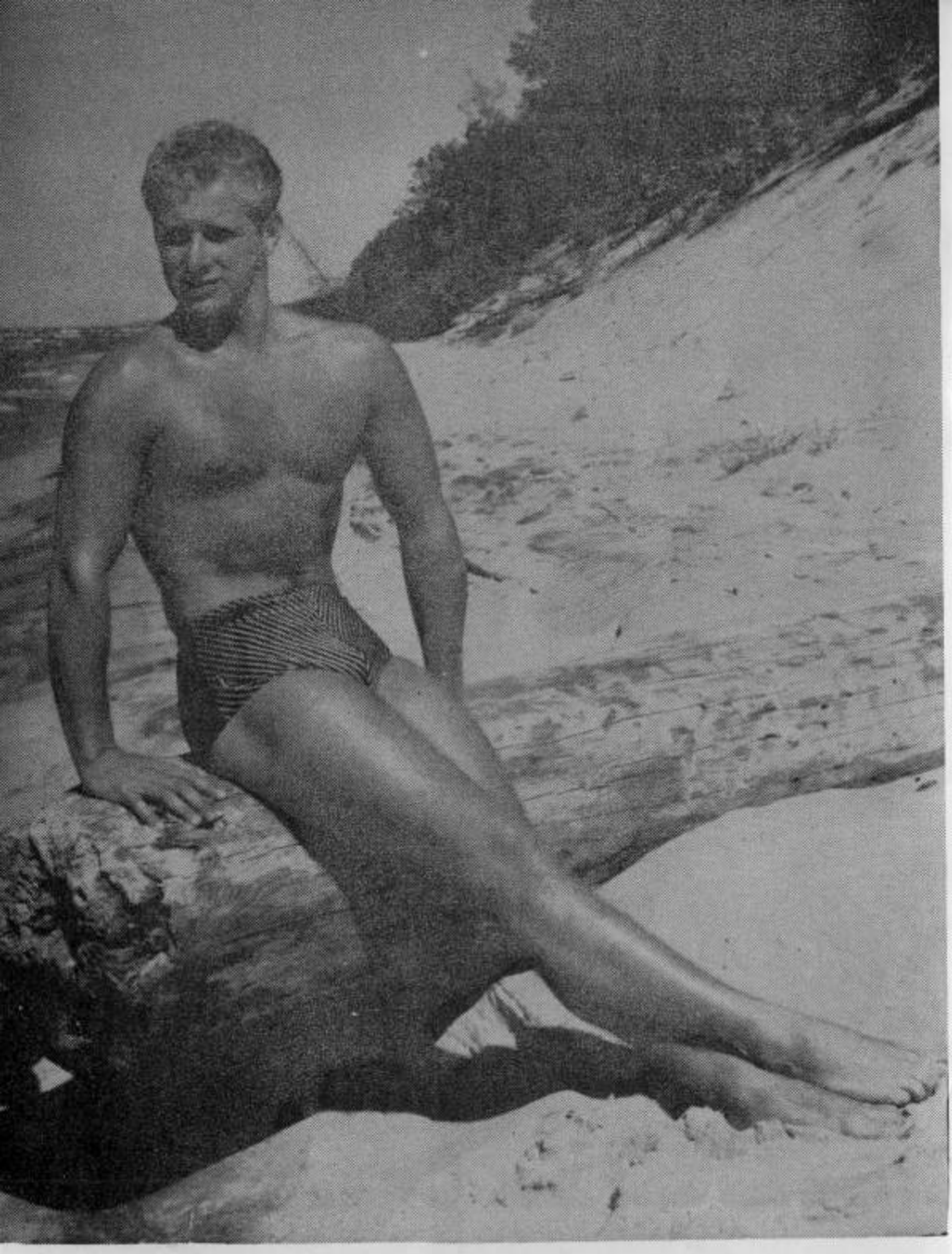
RICHARD ALAN and GLENN BISHOP by Alan-Bishop

Meditation by an enchanted lake



RUDY EDWARDS by Alan-Bishop

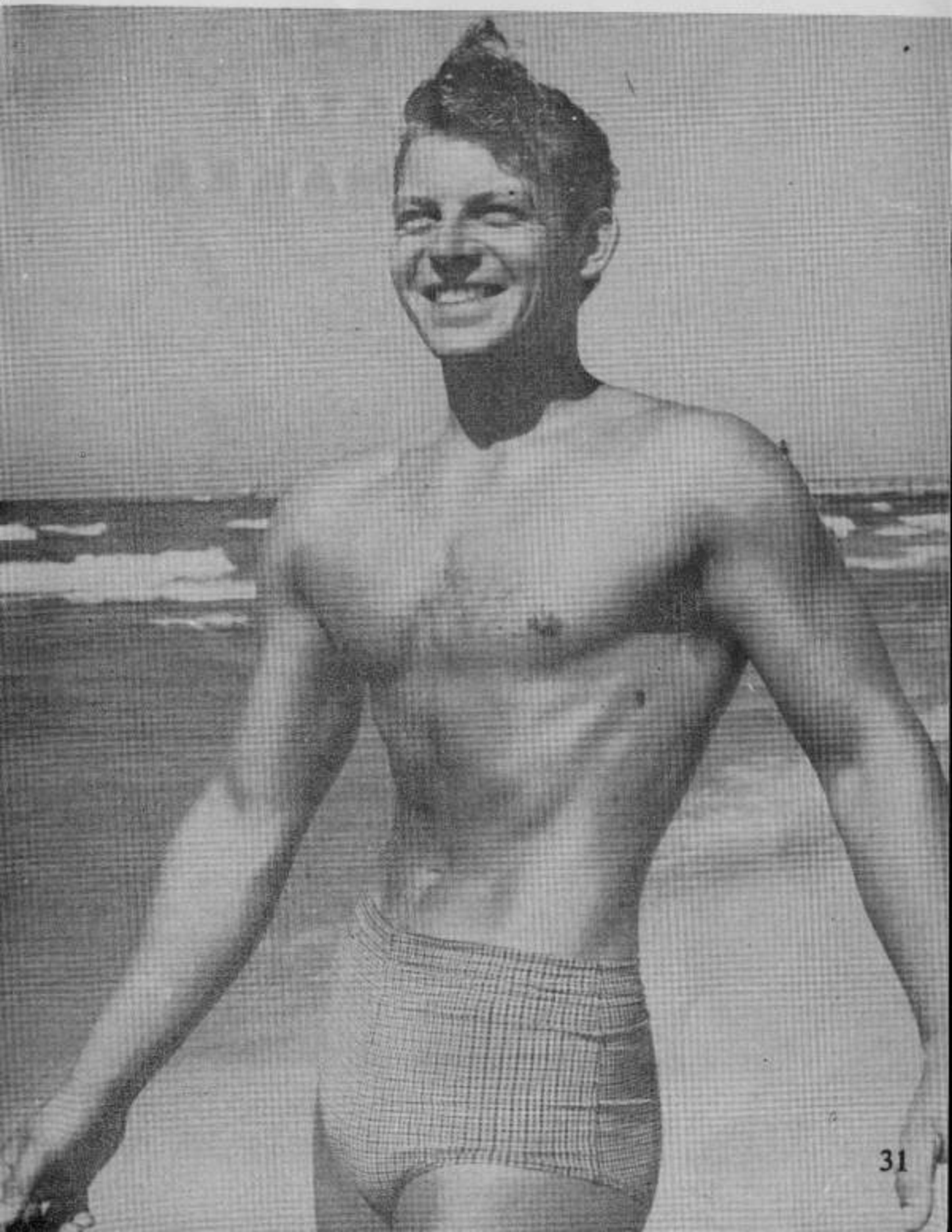
Water baby

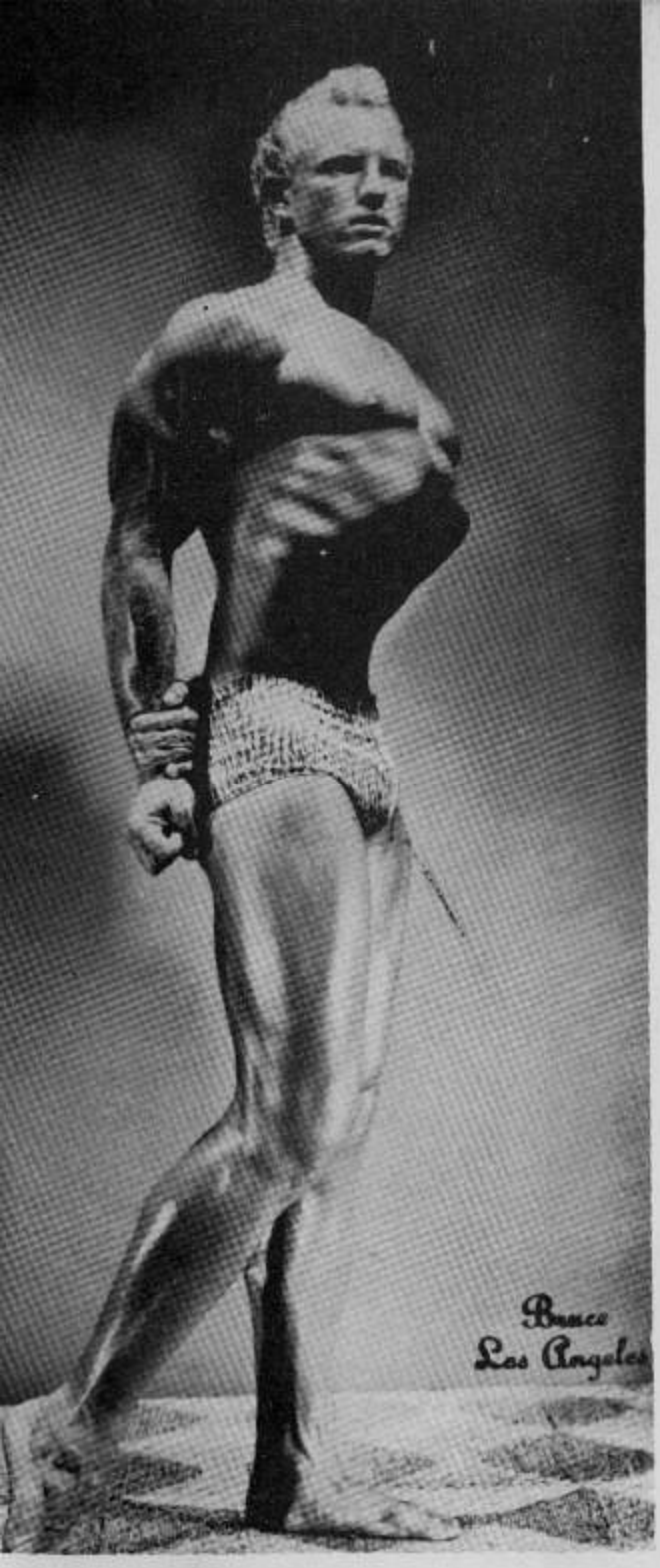


RUDY AND THE SEA ARE ONE

HELMUT MEDNIS by Alan-Bishop

Hardships behind—happiness ahead





THE STAR MAKER

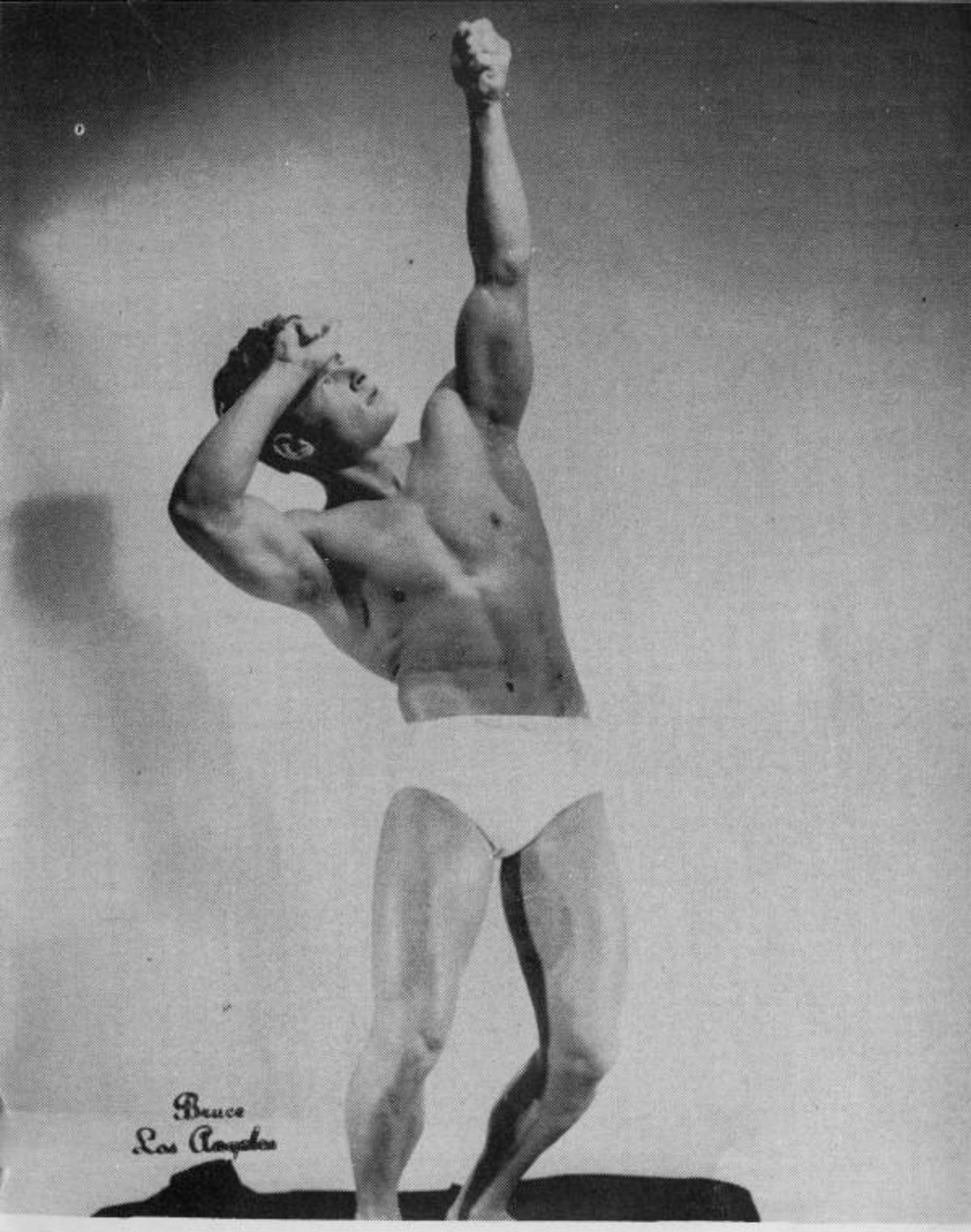
"BRUCE OF LOS ANGELES"... that inscription on a physique study is a definite guarantee that the picture you see before you is a photographic work of art.

It signifies that a man named Bruce Bellas has surveyed the field with an experienced eye and has come up with a model of unique physical attainments, one who, with the tutelage of Bruce at his command, can fittingly demonstrate all of his excelling qualities.

Bruce is equally at home in the studio, or in the larger background of outdoors. His models are not strictly Californians . . . on frequent trips throughout the country he and his trained spies ferret out a superb athlete or body

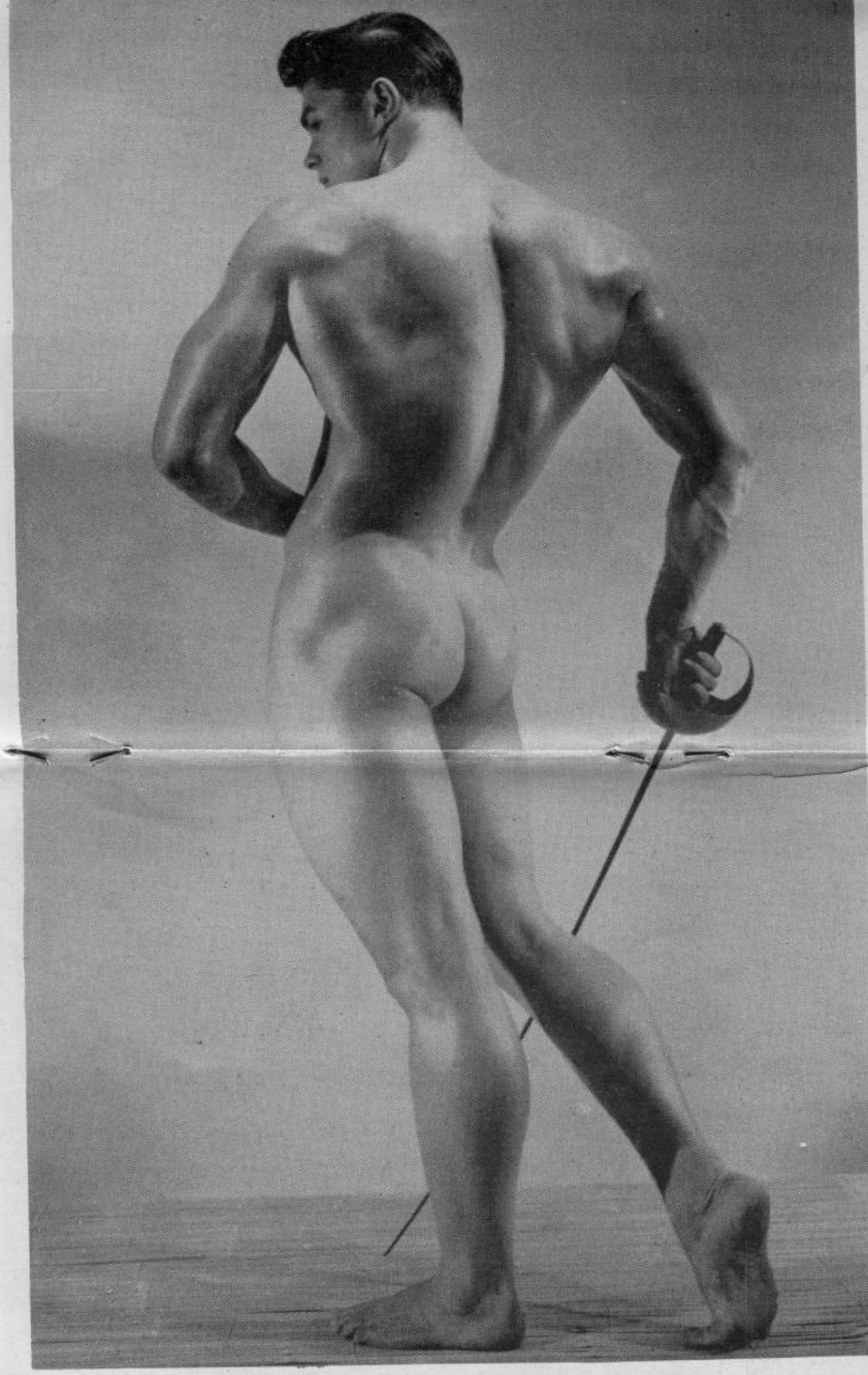
(Continued on page 52)

HENRY LENZ by Bruce of Los Angeles
Bruce focuses his camera on Henry's magnificent chest

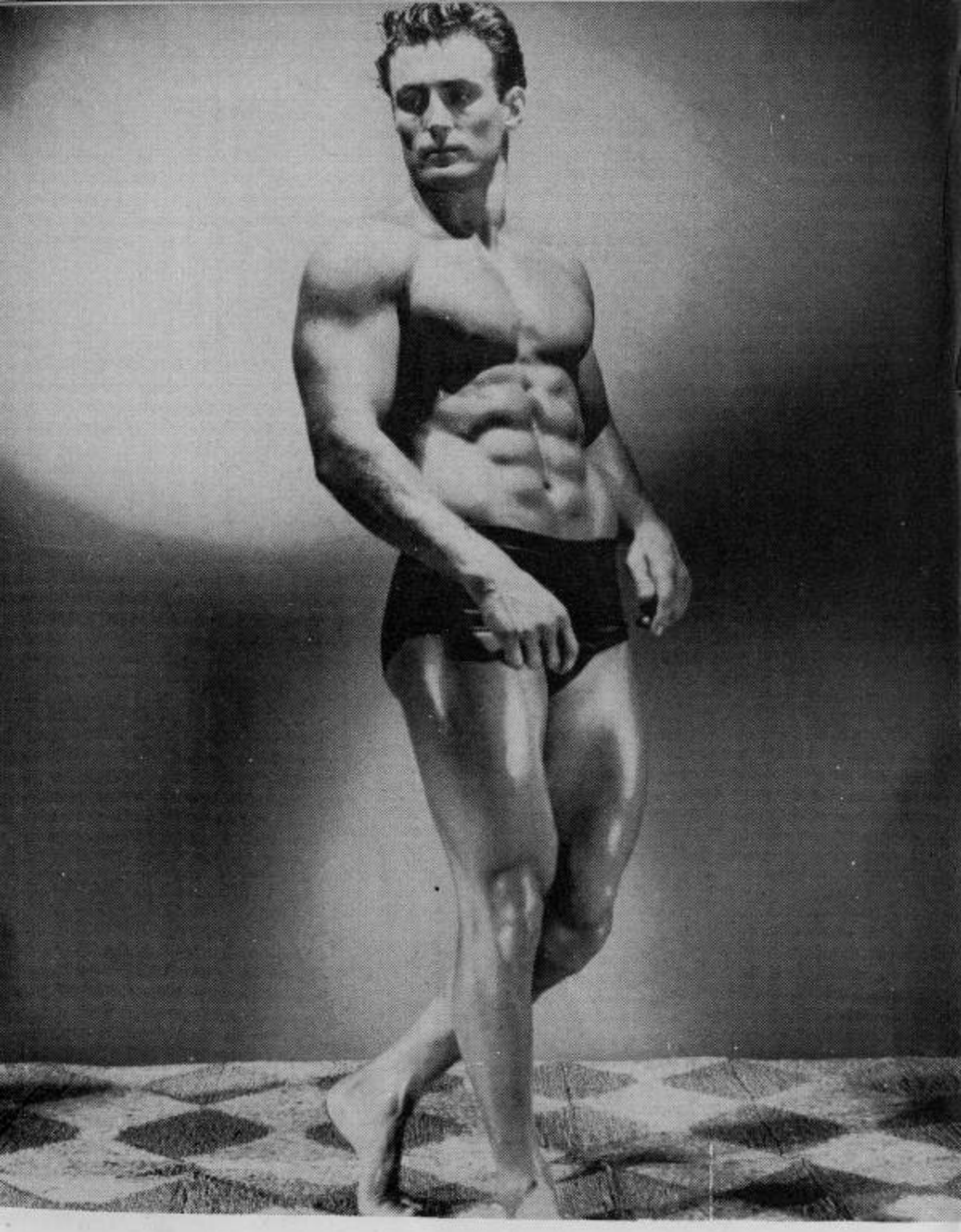


ERRY ROSS by Bruce of Los Angeles

Called by some "the miniature Reeves," to us he's the life-size Ross!



THE McKIM BACK IS A SYMPHONY OF STEEL-LIKE STRENGTH



BERT ELLIOTT by Bruce of Los Angeles
Bert is a weight-lifting champion, whose abdominal muscles are outstanding

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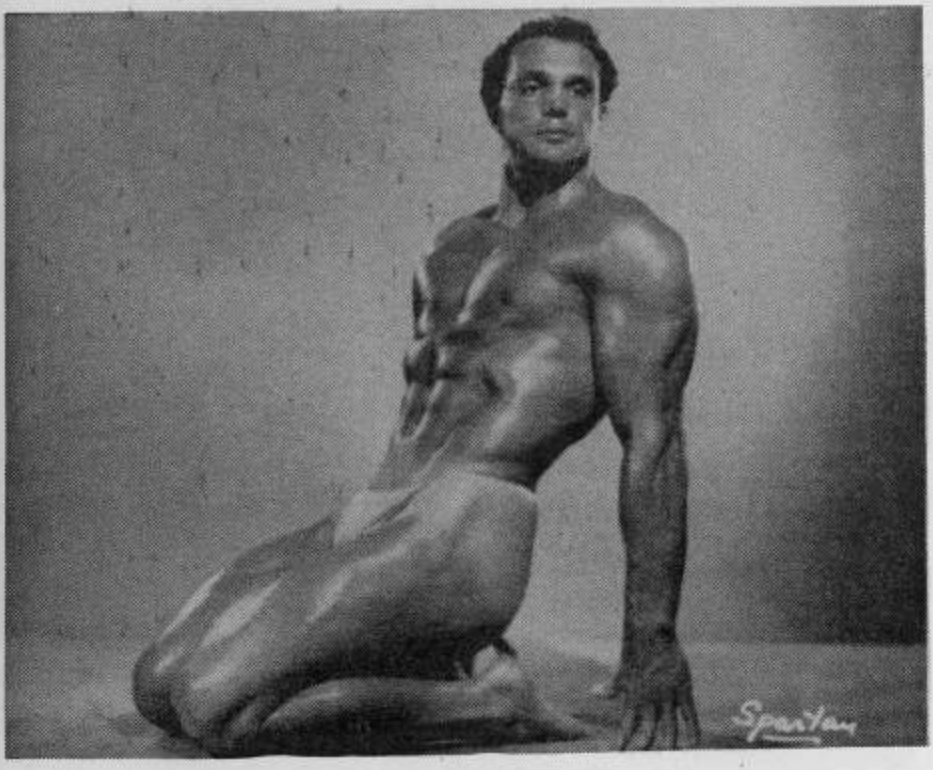
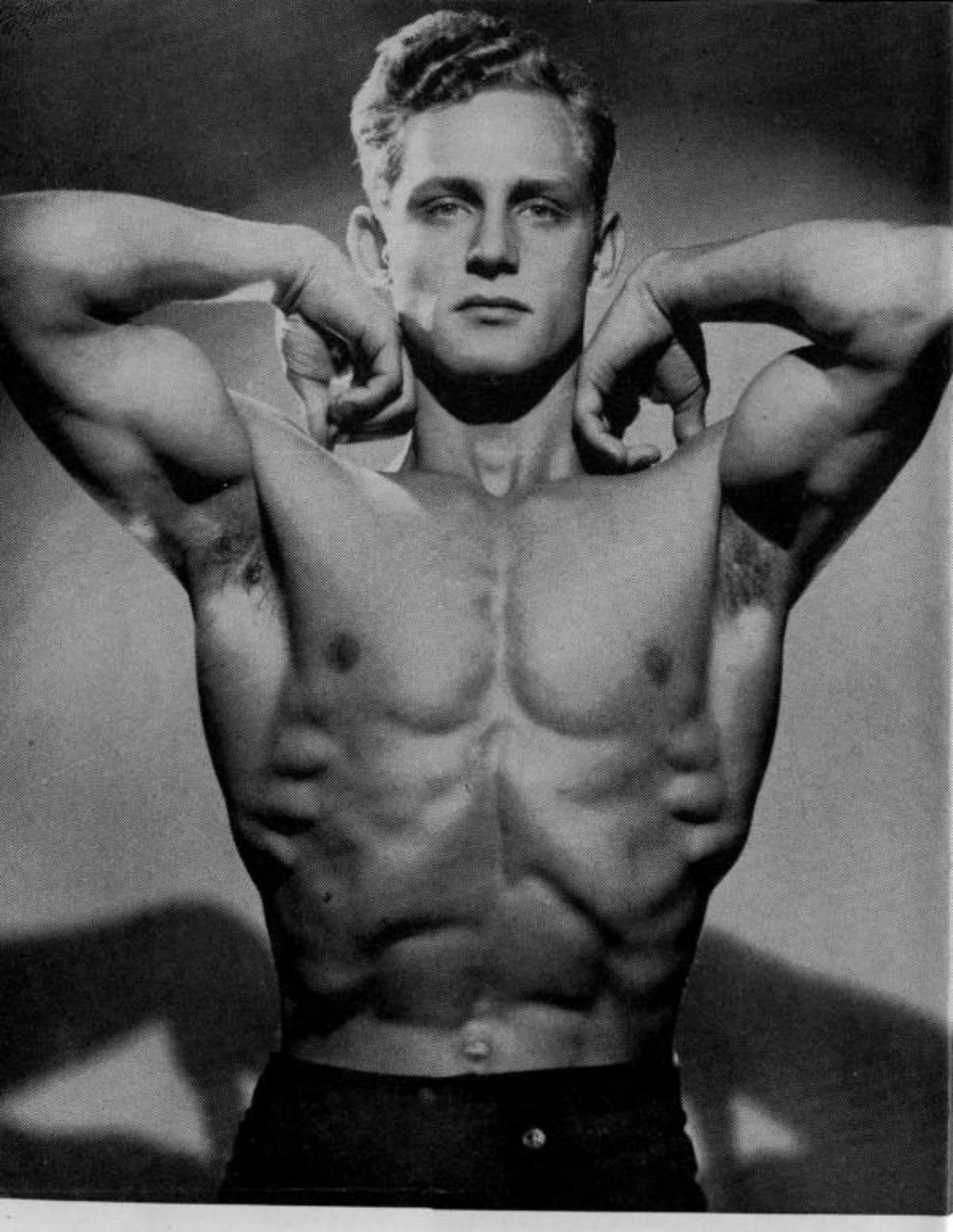
SOMETHING OLD—SOMETHING NEW

Our gallery of photographic masterpieces for this issue is comprised of some models you perhaps have never seen, and some who are so familiar we feel they are old friends.

An outstanding physique, no matter how often presented, always seems to take on newer meanings as time and development mature. We have some very unusual studies this month from a photographer in faraway India . . . one of these being the fabulous Monotosh Roy as seen through the camera of his countrymen, Govind. (*Continued on page* 46)



VIC NICOLETTI by Spartan
The Greek classic physique of our day

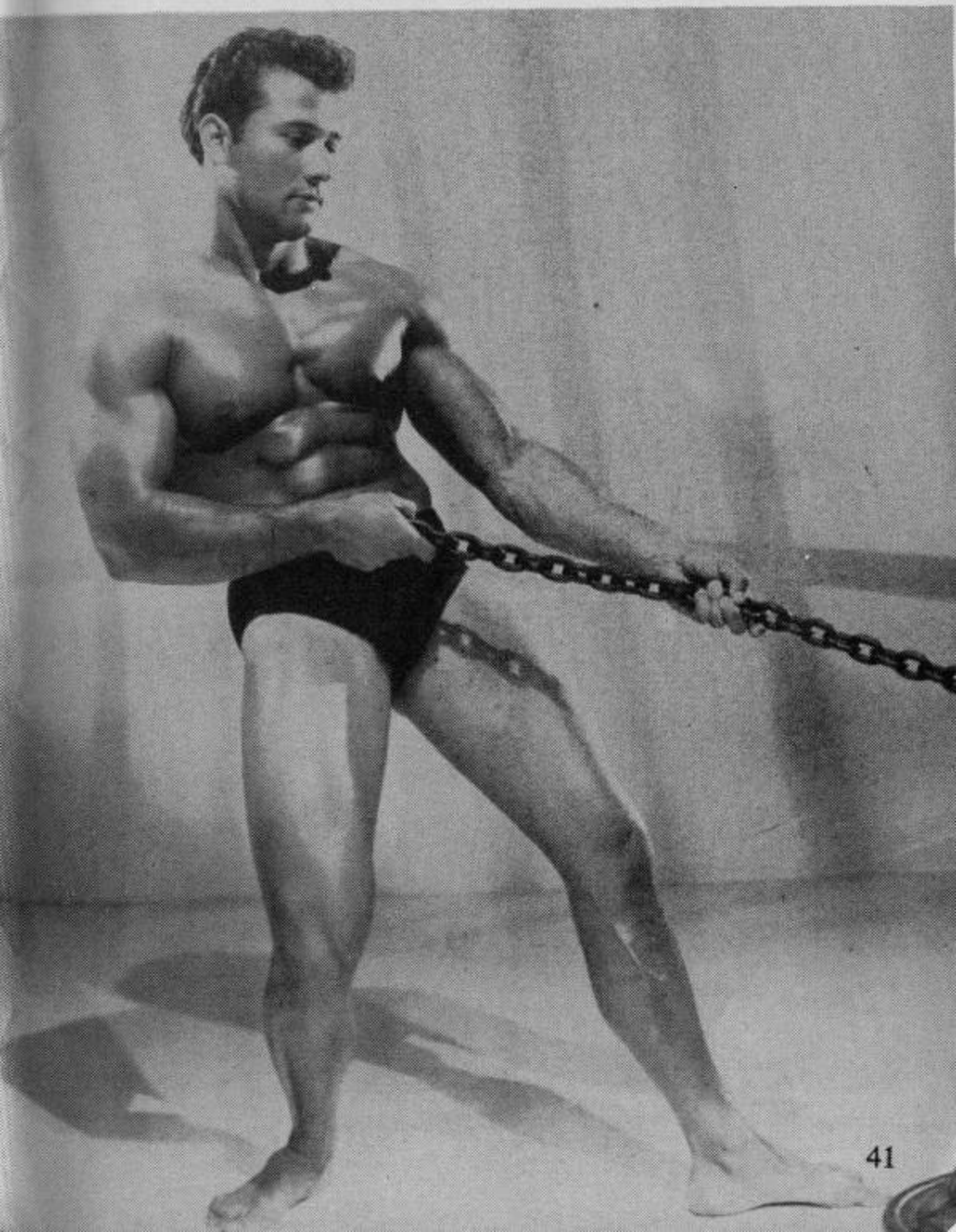


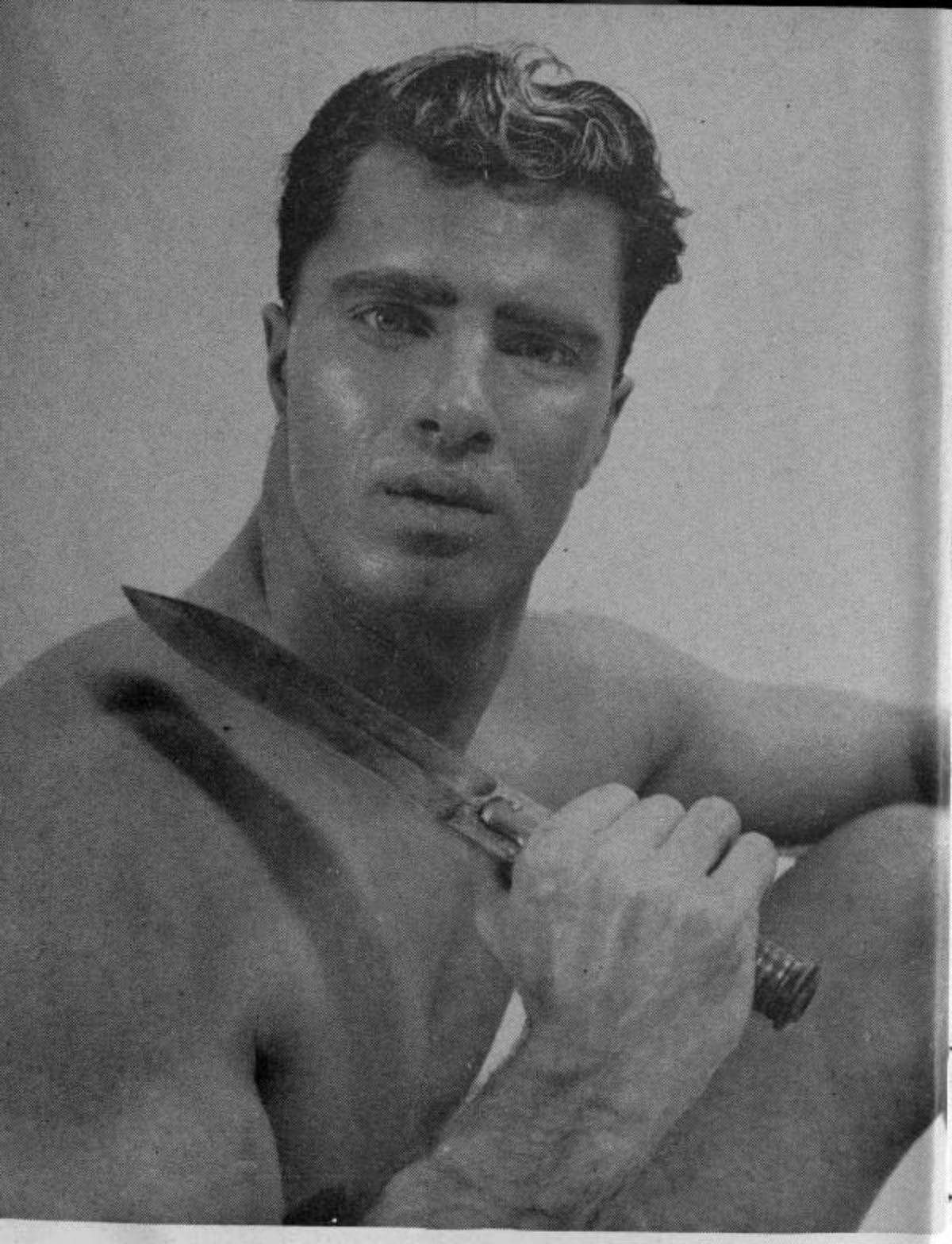
MYSTERY MAN by Mystery Photographer

Who he? Who he?

HARRY SCHWARTZ by Athletic Model Guild

Unchained symmetry



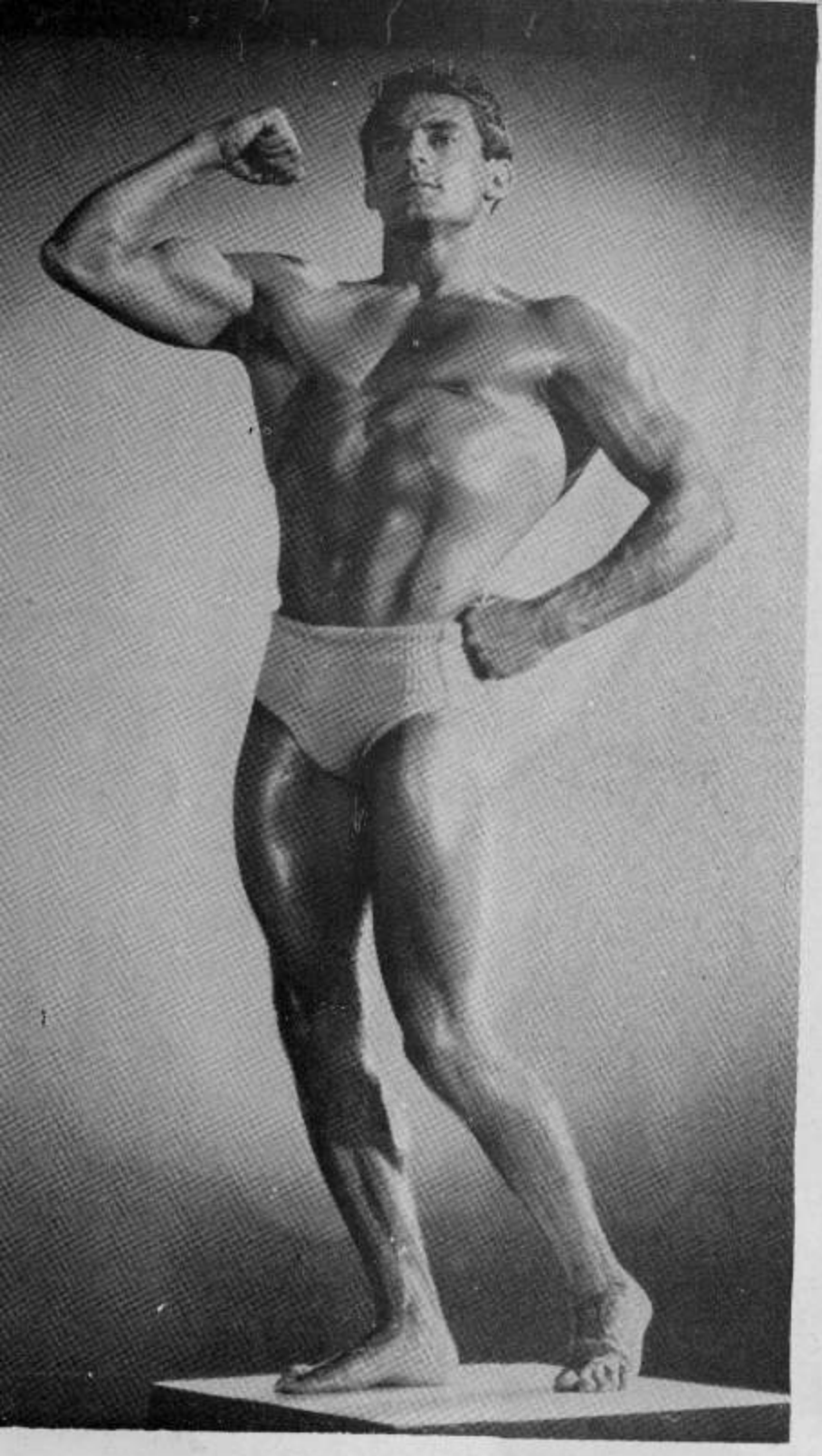


ORION by Togof

Hercules reborn

MICHAEL SHERLOCK by Mark, London

Bright hope of Brittannia

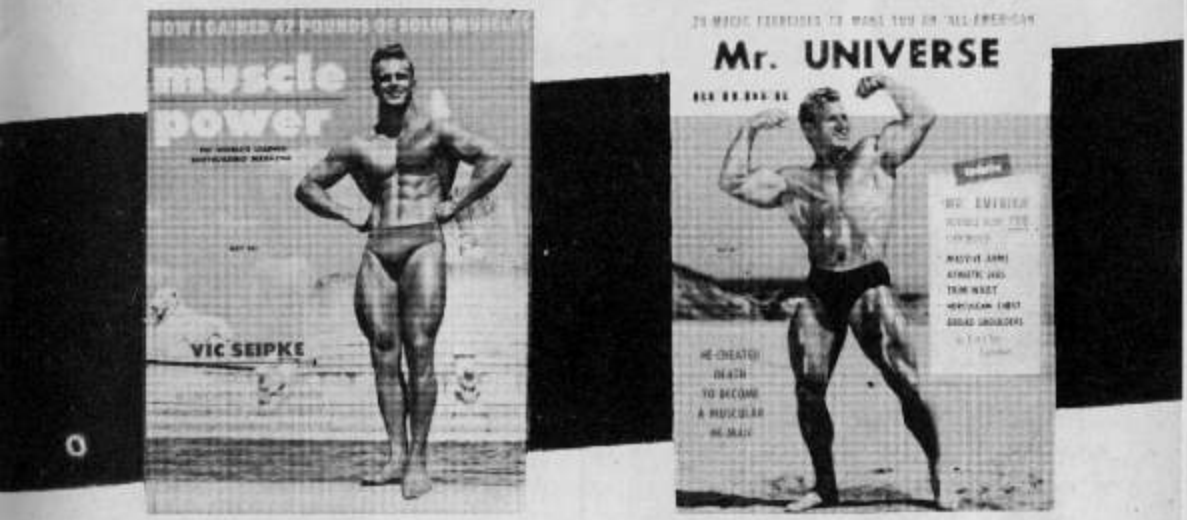


CARL CATHEY by unknown photographer
Magnifique!

Muscles à la Mode

America's Greatest Physique Champions are Your Personal Instructors!
when you read

WORLD'S LEADING BODY BUILDING MAGAZINES



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Something Old— Something New

(*Continued from page 39*)

Spartan sends us a very expressive study of Vic Nicoletti, who seems to improve with each passing year. Vic is an old timer in the body-building game, but he's certainly a youngster in appearance.

Unknown is the model and unknown is the photographer . . . no names were listed on the photograph. The model is strikingly well-developed, and the camera work is simply magnificent. It's been many a day before anything of such perfection came our way. Anyone knowing either the name of the model or the photographer please let us know so that we may credit them.

Athletic Model Guild is the donor of this fine study of Harry Schwartz, a runner up in the 1955 Mr. America contest.

Togof Studio has a new model in Orion, of Greek descent, shown here in a very individual pose.

Just look at these names!

Leo Robert
Vic Seipke
Norman Tousley
Bob Delmonteque
Glenn Bishop
Richard Alan
Alan & Bishop
Joe Marcy
and
ALL in GLOWING —LIFELIKE COLOR

"Something new under the sun!"

"Physique fans!... here's what you've been waiting for!!"

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PHYSIQUE STUDIES OF

8 Great Stars

Each of these striking, full color pictures comes ready for framing — Ideal for gyms, scrapbooks, playrooms — an invaluable aid to the artist, sculptor, and art lover.

ALL photographs in KODACHROME . . . by BOB DELMONTEQUE

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Size 4 x 5 sold in sets only. Size 8 x 10 may be purchased separately at 3/6 each (minimum order 10/6)

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COLOUR SET 4 x 5 **15/-**
COLOUR SET 8 x 10 **30/-**
8 pictures

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Address.....

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Nous sommes heurex de vous informer que notre bureau à Paris possède tous les produits annonce dans nos magazines Nos prix sont très raisonnables. Demandez sans engagement de votre part les documentations sur les cours avec la liste des prix.

Ecrivez à:

Prof. Henri FAGOT
112/114 SAINT MAUR
PARIS XIe

From London, Mark of London would like to have you meet Michael Sherlock, a 22-year-old body-builder, who is studying Russian to become an interpreter for the government.

Carl Cathey is a popular West Coast strongman, whose enormous latissimus dorsi muscles give him an unusually wide back.

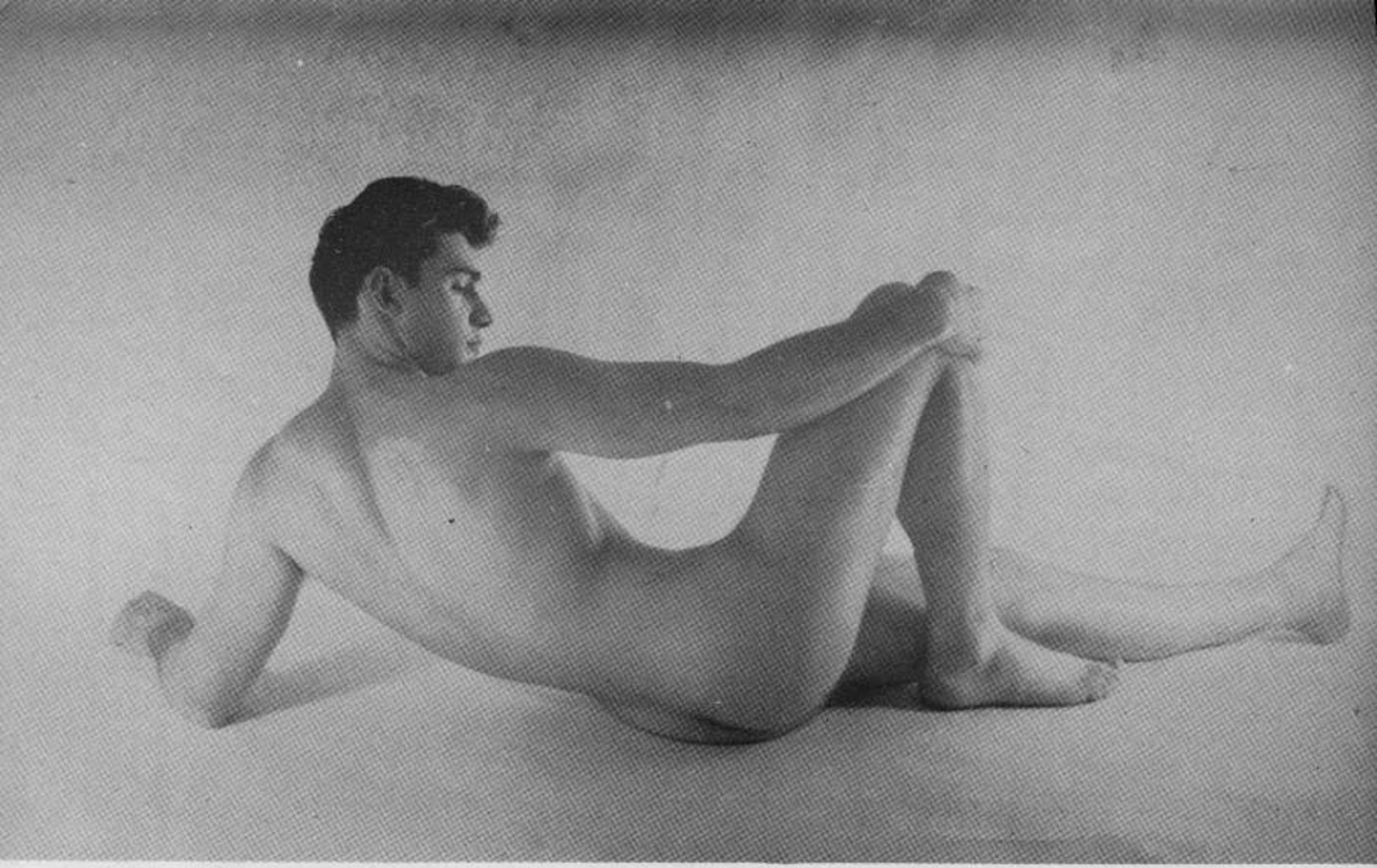
That's all this month, see you soon!

Presenting Peter Gordon

(*Continued from page* 10)

photographers we've never had the pleasure of meeting, yet so friendly is his greeting to us by letter, and so frequently does he send us more of his master physique studies, that we actually feel that we know him very well.

This month we are proud to present Peter Gordon, one of the sunniest and handsomest models we have ever seen. He does both his photographer and this magazine honor, and we are sure you will like him too. Peter is 21 years of age, or rather was 21 when



VINCE PLUMERI by Vulcan

A gracefully relaxed pose by this young favorite

these pictures were made a few months ago. He is a six-footer and weighs a splendidly carried 170 pounds. Still in college, Peter, with his handsome "blondsomeness" is a favorite with his classmen.

Summer and Smoke

(*Continued from page* 3)

able musculature and symmetrical design. For him the "unveiling" of his personal sculpture is an unalloyed delight. He is first proud of his handiwork, he feels and is completely at ease among others at the beach of similar persuasion, and he finds that instead of being the seeker he is now the sought-after. In the matter of poise and confidence, the cost of time and energy spent in the gym was worth it.

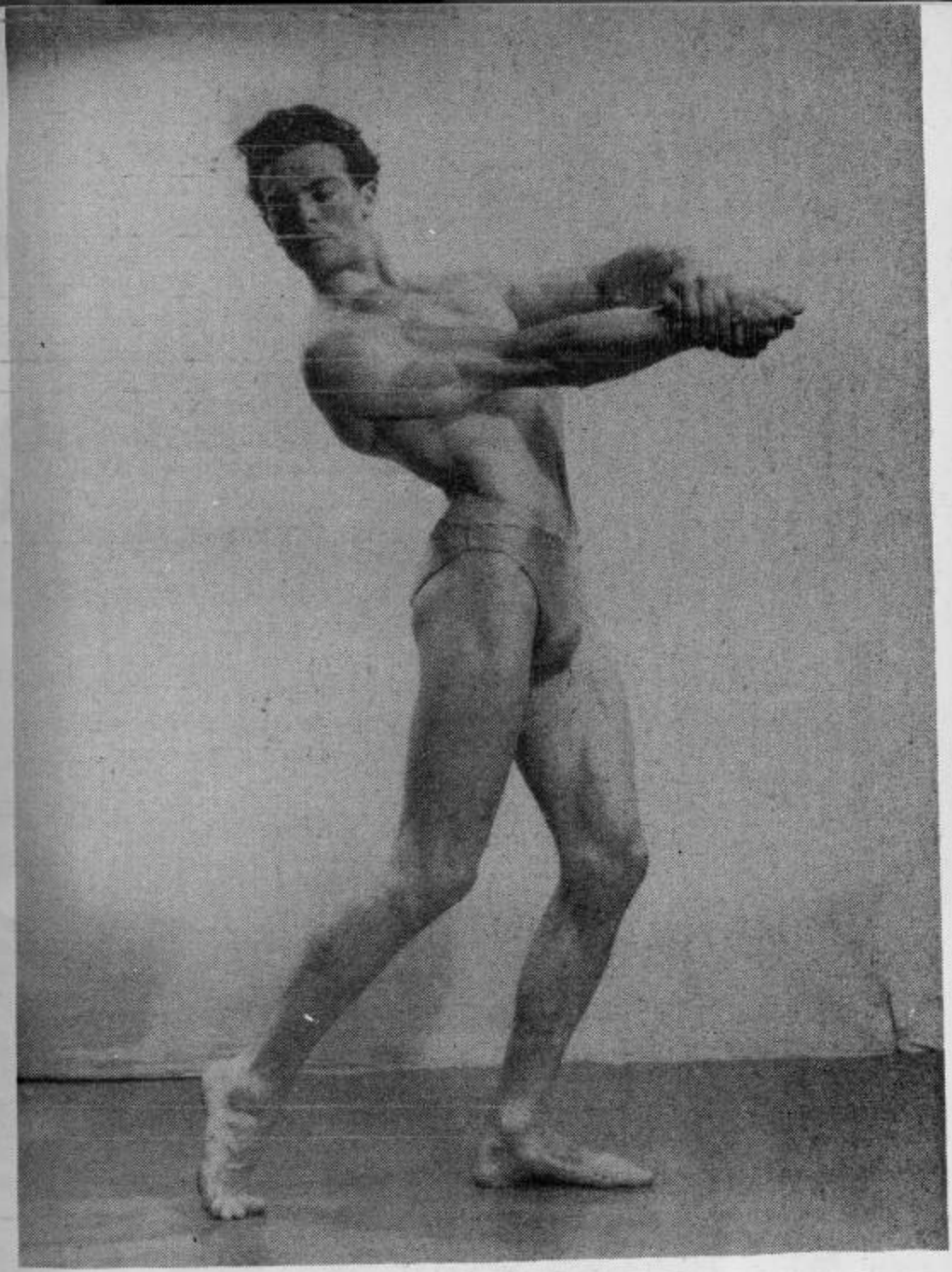
Socrates said it long ago . . . "What a pity it is that man should grow old and not know the beauty of which his body is capable!" Perhaps you may feel the sting of that ancient statement, you who mayhap have neglected your physical development during the cold winter months that now are behind.

Perhaps you feel just a little "out of things" at a time when your friends are disporting themselves in revels on the beach, they un-self-consciously with their finely-knit bodies and superb inner health, while you, unpleasantly out of condition, suffer in silence on the sidelines . . . "on the outside, looking in."

This, then, is the time to make that resolution you failed to make on New Year's Eve. You can work wonders with your body in just a few short months. Today's progress in the science of body-building has cut years from the time formerly required to obtain a perfect body. What once took three years to accomplish can now be done in seven or eight brief months.

Don't let next summer find you in your accustomed rut . . . be at one with your friends . . . at one in body, in spirit, and in health. For if there are degrees of sin, neglect of your God-given body is ranked in cardinal height.

JOSEPH WEIDER



TOM LOVE by Graham, London

A study in symmetrical proportions

Friendship, Incorporated

(*Continued from page 27*)

of its models.

The background of the next several photographs has become a kind of trademark with a young and enterprising photographic firm—Michigan Models, the brainchild of Richard Alan and Glenn Bishop so often featured in this magazine.

This marine setting is ideal for the type of model used, and for the mood they wish him to convey. Photographed against the deep blue of one of Michigan's loveliest lakes, each of these studies is noteworthy for its freshness, its spaciousness and its invention.

We are indebted to Rich and Glenn this month for some handsome photographs of themselves, and two of their young models, Rudy Edwards and Helmut Mednis.

Rudy is 20, hails from Miami, where he attends the University, and who obtained his excellent physique through water-sports, of which water-skiing is his favorite. He skis professionally at the famous Cypress Gardens.

Helmut was recently discharged from the army. Has a great art talent and is studying it under the GI bill. He spent five years in Germany in displaced-persons camps after fleeing his native Latvia with his family after the Russians invaded the tiny country. He is a training partner of Alan and Bishop.

BODY BEAUTIFUL greets this new photographic firm cordially, and congratulates these two young men on turning a friendly association into a thriving business.

The Star Maker

(*Continued from page 32*)

beautiful, who, except for Bruce's camera, might have been born to "blush unseen."

Many great physique stars owe their first allegiance to Bruce who first saw their real potentialities . . . men like Jerry Ross, Ed Fury, and others whose life work has in large part had its beginning in Bruce's studio. That they have gone on to fame and for-

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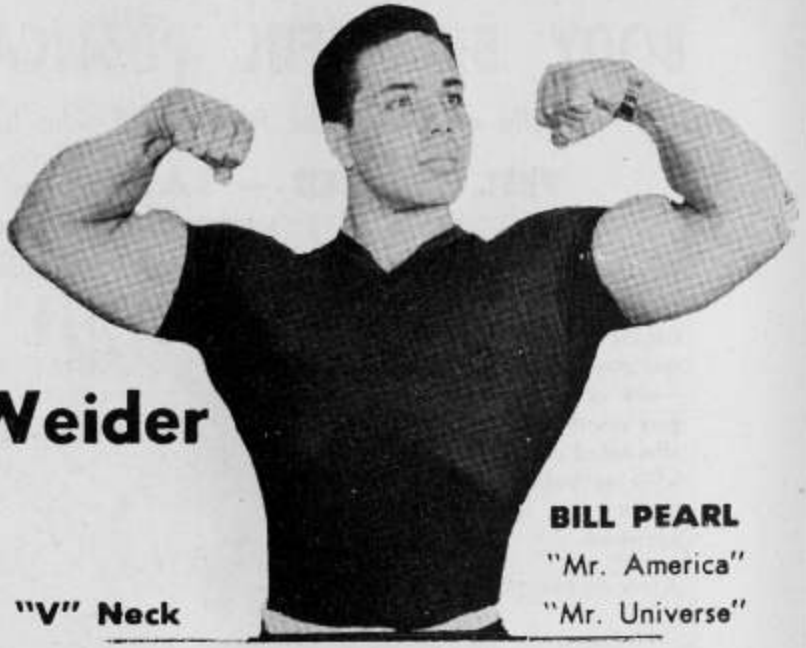

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"Mr. Universe"

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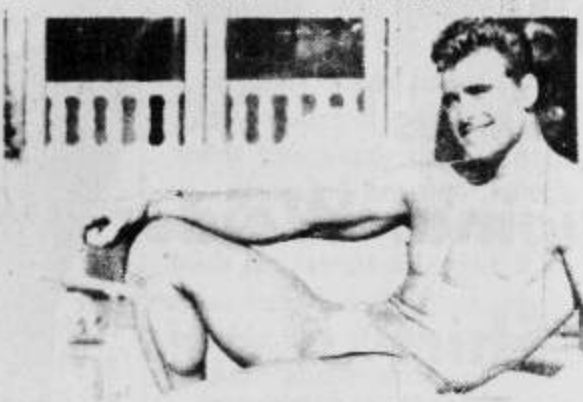

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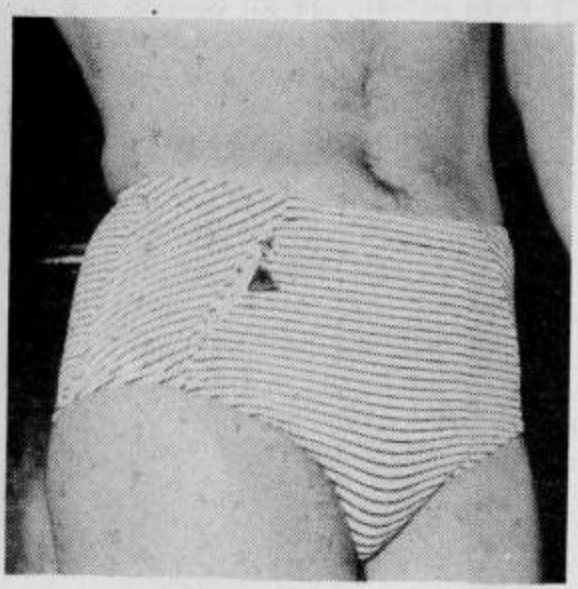

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JOHN DODD by Lon, London

No Greek statue could match this magnificence

tune in Hollywood is a tribute to his artistic influence.

As a salute to Bruce of Los Angeles this month, we present several of his models who have already achieved fame, and one of his latest, Robert McKim whose star is in the ascendancy.

Bruce . . . it's always nice to have you with us!

So You Want To Be A Model!

(*Continued from page* 20)

agencies got a peek at our photographs, and immediately signed our Bob to work exclusively for them.

Since that day, success has been chucking Bob Hover under the chin like an indulgent old auntie. In short, the lad's sensational! To get the inside story on what makes a model, and vice versa, we girded up our loins, armed ourself with our trusty Paper Mate and a pad of paper, and trundled across Broadway to a studio where the busy Mr. Hover was being photographically recorded for posterity.

"Bob" we greeted him . . . "what gives with this model business . . . tell us the secret of your success so that others may be inspired to follow your example (and get rich quicker than Marlon Brando)."

Ever the obliging one, Bob replied, "Well, you see, good male models are in great demand now. Fine female models are everywhere, but as Mae West sings . . . "A Good Man Is Hard To Find."

Being model conscious we had recently become aware that many models are being used time and time again . . . so frequently in fact that each time we open our newspaper we feel we are being greeted by an old friend. Also, like *very* old friends, they begin to look a bit haggard and facially tired as time marches on.

Mentioning this to Bob, he agreed. . . . "Yes, it's most important that the male model care for his face just as does the female model. After being under hot lights for hours, with your face all gooey with makeup, the facial muscles become wilted and stringy, and blemishes quickly form. Good models

S-T-R-E-T-C-H

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This Enjoyable Home Gym Way

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This versatile steel cable **home gym set** develops powerful arms, chest, shoulders, waist, back and legs FAST! Trains body in manner endorsed by Mr. America winners and champion athletes, building up rugged, enduring muscularity. Requires only a few minutes a day for full benefit. Instructions tell you how to save time molding a he-man body with exercises you will enjoy. Life-time construction, nothing to break or wear out. Photos below show some of the exciting exercises you can do with this outfit.

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1. Barbell Attachment for powerful arms, back and legs.
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4. Headstrap for a man-sized neck.
5. Chest Pull for massive arms, chest, shoulders and back. back.
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7. Wall Pulley Attachment to develop prize-fighter muscles.
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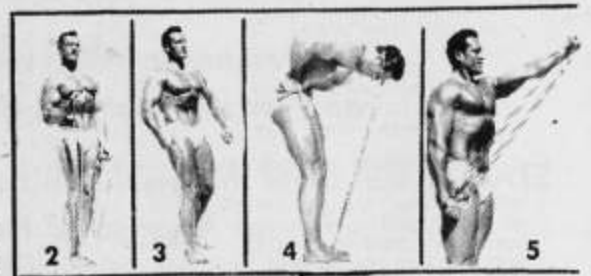

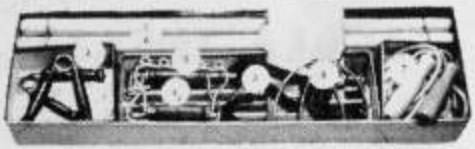

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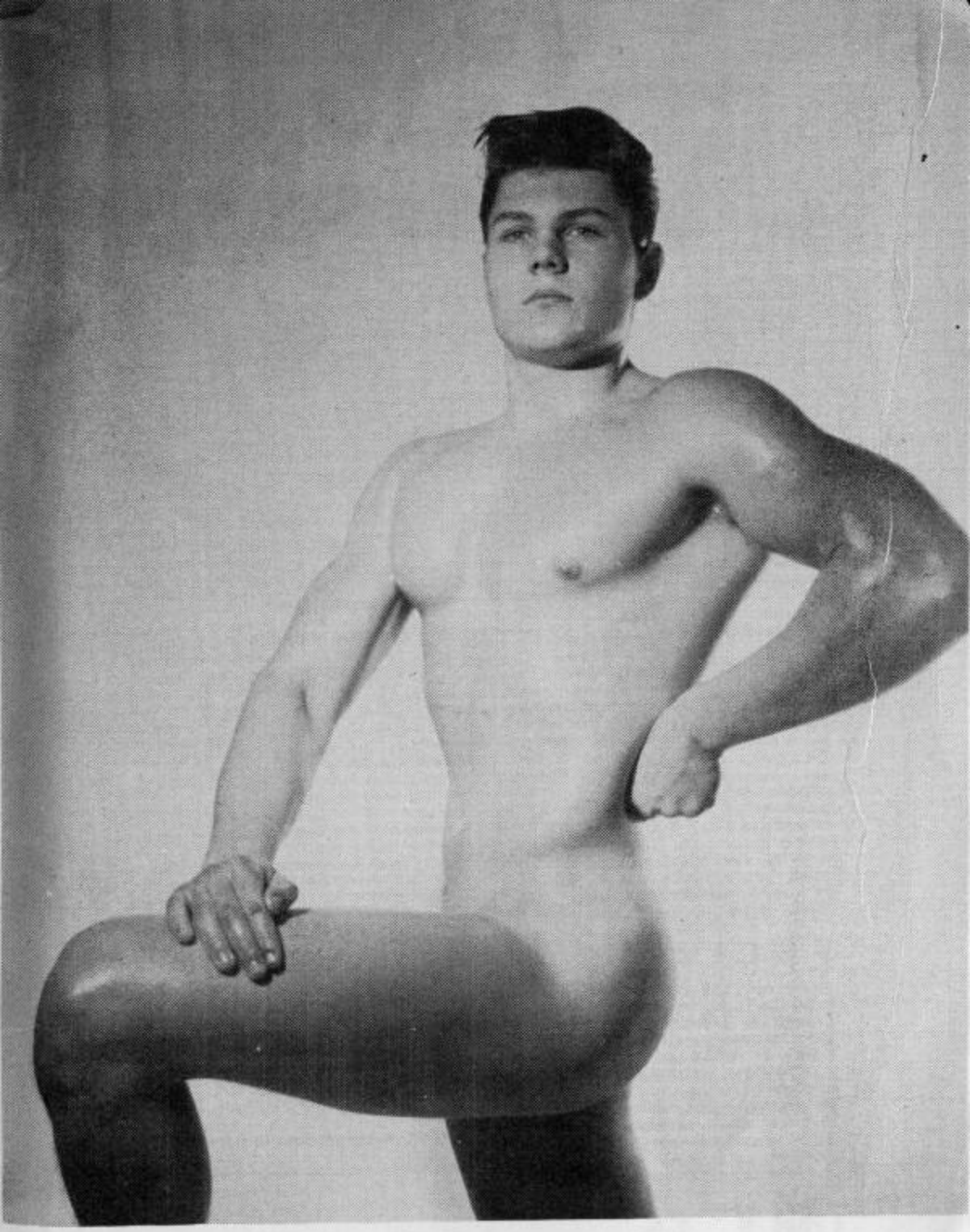
take care of their faces just like a Mr. America looks after his body. And by the way, did you know that our most famous Mr. America *never, never* neglects his face . . . he spends as much time on its culture as he does in developing his physique."

"Do all male models have to have a handsome face and a Mr. America physique before they are acceptable as models?"

"I believe that some people are under a misconception about modeling," said Bob. "True, a man needs a good physique, or at least a slender one, for the camera adds pounds to your body that simply don't exist. Don't tell me the camera never lies! A man's build, his carriage, his posture must be so perfect that he is able to look good in any kind of clothing . . . or, in fact, *without* much clothing.

"But primarily what he needs is a pleasant, well-kept, well-groomed, and responsive face . . . one that is *alert* and *vibrantly alive* to express the various moods he is required to depict."

"Bob, your face always seems to be very much alive



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Order now and receive absolutely free, an illustrated course of instruction explaining 39 medically approved exercises you can follow to build muscular arms, a thick chest, Herculean shoulders, athletic legs and a trim waist. In addition, there is special advice on diet, hygiene, massage and relaxation—everything you need to know about keeping fit in 10 minutes a day.

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. . . your skin texture is superb, and always seems to be aglow," we observed . . . "has it always been like this?"

"No! Definitely not! When I first returned from service with the Marines I had a very bad skin . . . full of blotches and blemishes, and the color was so dismal. Since others commented on this I grew very upset.

"However, I had the good fortune to sign up at Abe Goldberg's gym in New York, where in addition to rebuilding my body I also learned of Hal Warner's famous System of Facial Culture. This consists of scientific exercises for all the 55 muscles of the face, and a course in external skin care using 3 skin preparations that are almost miraculous.

"Abe not only uses it himself, but teaches it to all who want it, and I must say the results are astounding!"

"Bob, does modeling really pay off as well as one hears it does?"

"Good models make anywhere from $30 to $60 per hour, and a usual take home pay is around $300 to $600 per week."

And so, gentle readers, if you feel that your qualifications roughly approach those of Bob, be of stout heart and good cheer, for New York, Chicago, and Los Angeles will joyously spread out that proverbial red carpet for you.

Give the matter some thought . . . perhaps it's just the profession for YOU. Who knows . . . "maybe your face IS your fortune" as it is for Bob Hover.

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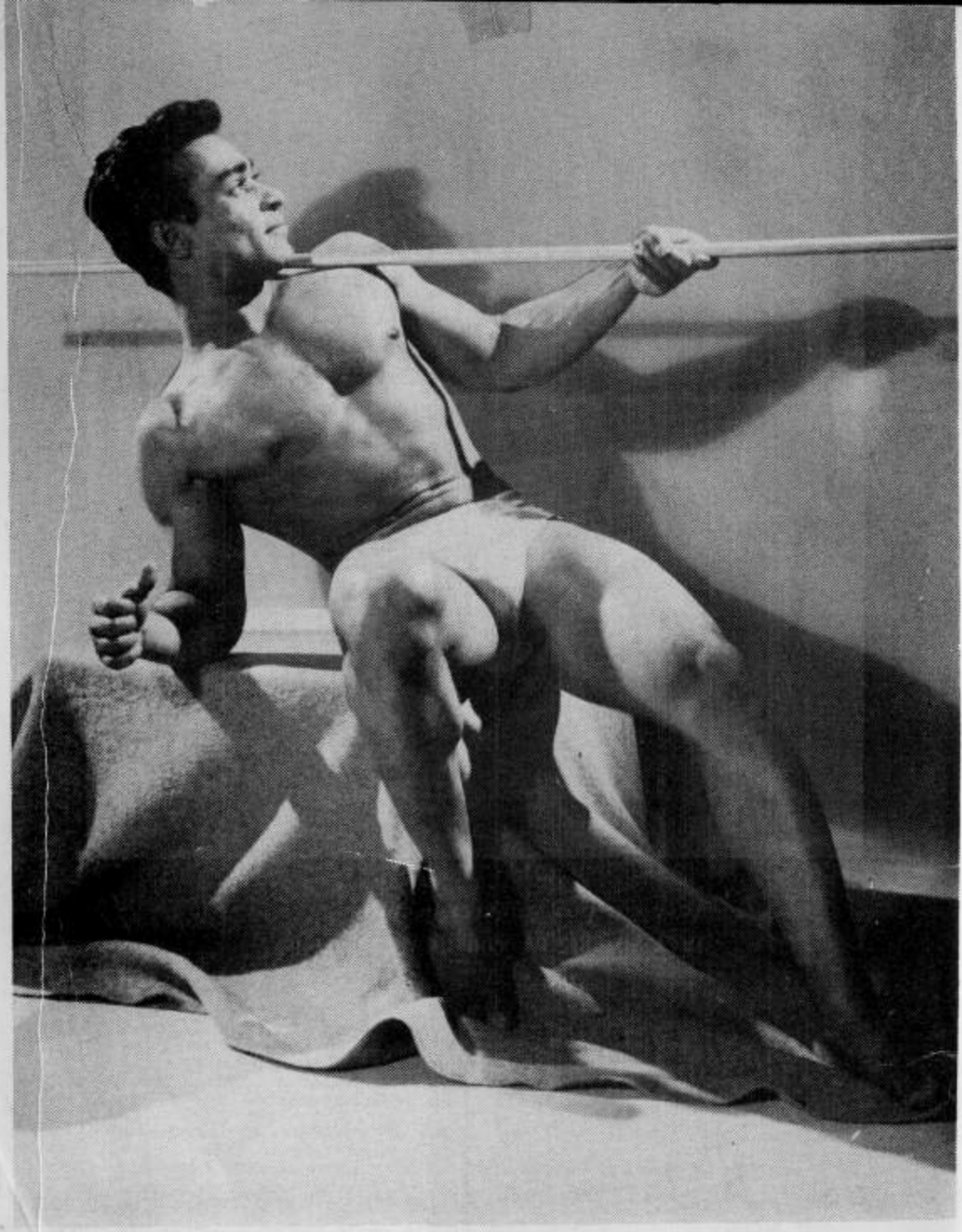

DEAN FRANCIS by Mark, London

A magnificent physique portrayal

The Esthete Athlete

(*Continued from page* 15)

living. A monochromatic existence would be dull beyond words.

All of which is by way of introducing two young friends of ours this month. They are Jack de Marco, whom you've seen in these pages before . . . he's the young man who bears such a striking facial resemblance to Tyrone Power. His partner in this series of dual poses is Freddy Scarra, and two more rugged fellows just don't exist.

Yet with the brawny physiques they have trained for, they have never lost sight of the fact that physical development is so closely allied with art as to be almost synonymous. We think you'll like these fine studies by Vulcan Studios, 125 East 39th Street, New York, who make a specialty of encouraging this type of muscular display.

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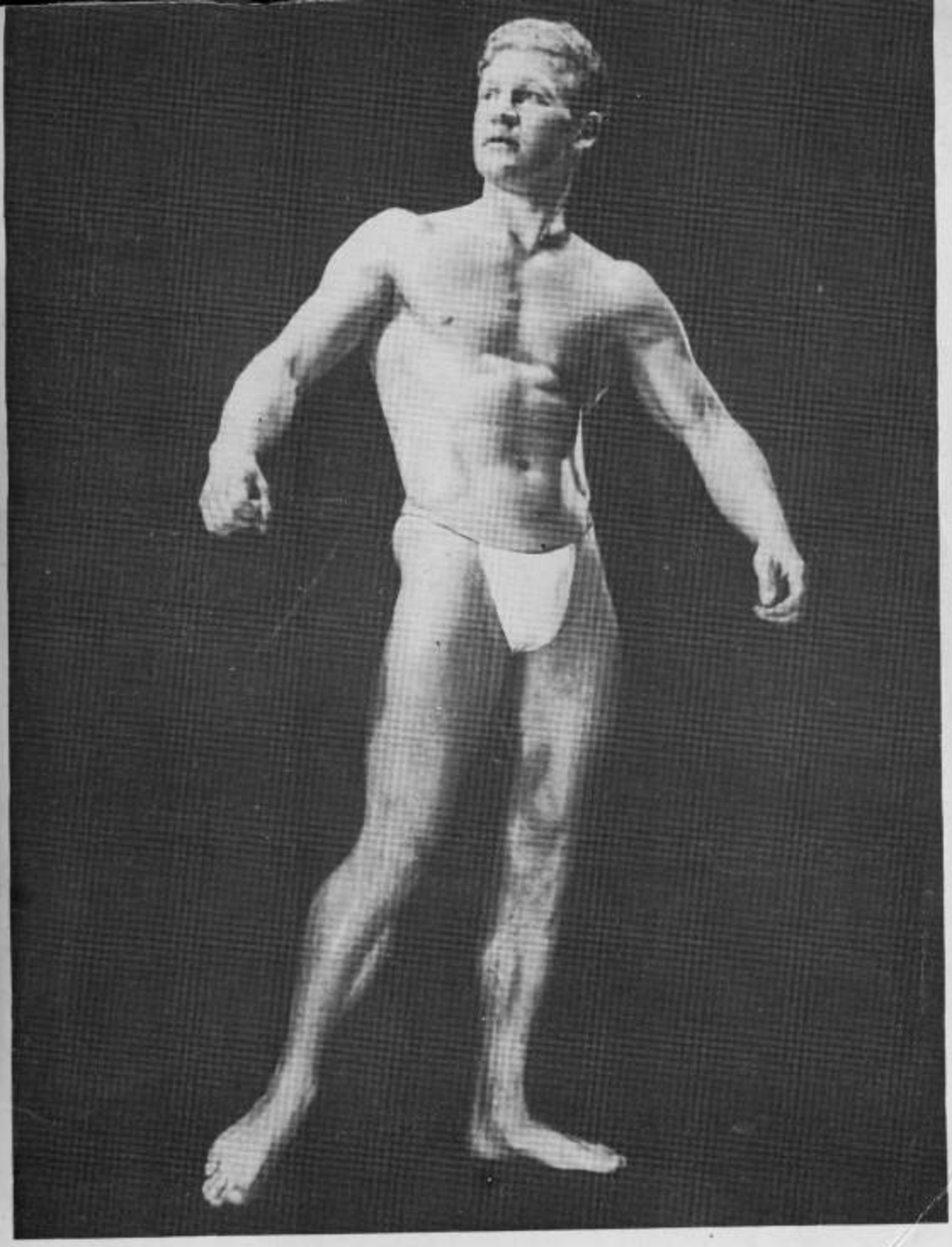

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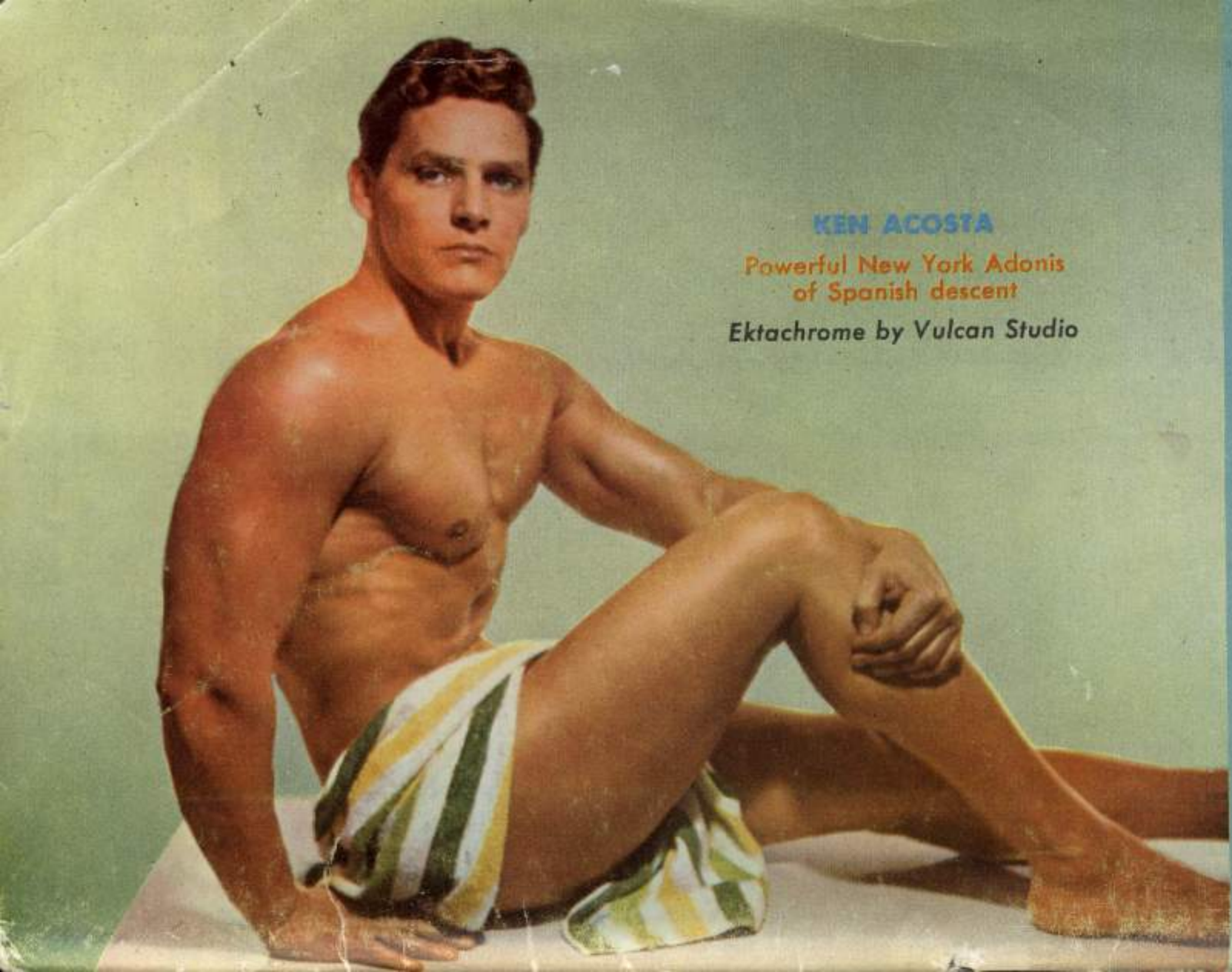

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